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NO. 248
JULY 1984

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MAD

"The first thing a guy notices about a girl... depends on which way she's going!" —Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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VITAL FEATURES

**"SCARRED
FACE"
(A MAD
Movie
Satire)
Pg. 4**



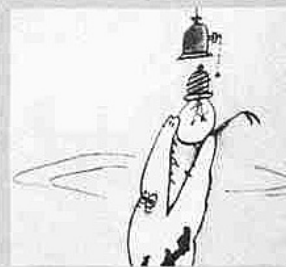
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(A MAD
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Satire
Pg. 15**

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"THE
LIGHTER
SIDE
OF..."
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**"MENTL"
(Another
MAD
Movie
Satire)
Pg. 43**

LETTERS DEPT.



"FLASHDANCE"

Whoever wrote "Flashdance" must be a maniac... maniac, I know!

Paul and Jeff Hemmes
Elkhart, IN

"Flashdance"... What a feeling!! Sort of like nausea, only worse!

Cynthia Curtis
New York, NY

SECRET CODE

Rumor has it that there is a secret MAD message encoded somewhere on the pages of your new Special, "The Worst From MAD" (On sale June 14.) Is this true?

Samuel F.B. Morse
Poughkeepsie, NY

Ridiculous!—Ed.

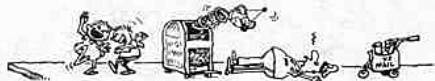
WARNING SIGNS

The writer of your "MAD's 'Early Warning' Signs" should be nuked!

David Frankle
Lorain, OH

Why wasn't there an "Early Warning Sign" to let us know that bomb article was on its way?!

Debbie Johnson
Abilene, TX



FAST FOOLS RESTAURANT

Your "How Many Mistakes Can You Find In This Picture Of A Fast Food Restaurant" was "McGreat"!!

Y. Noodle
Ridgefield Park, NJ

The hot slogan in fast foods these days is "Where's the beef?!" In your Fast Food article the question is "Where's the laughs?!"

Jamie Kane
Staten Island, NY

ONLY 13 LEFT!

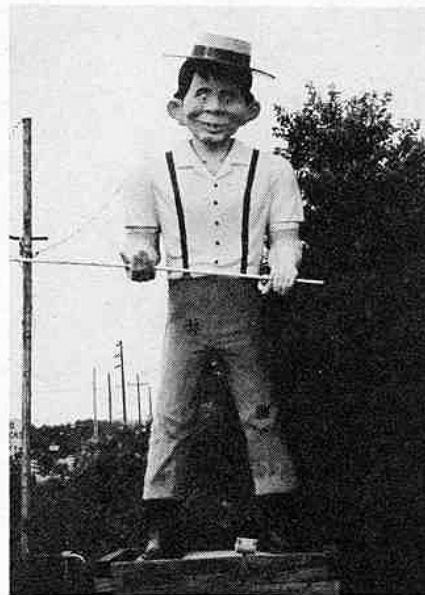
Yep, there are only 13 lines left to this column... just enough to pitch our full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid... suitable for framing or wrapping fish or training puppies or whatever. But you'd better hurry up and order... before there are none left. Mail 60¢ for one, \$1.25 for 3, \$2.55 for 9, \$5.15 for 27 or \$10.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022 Oops! Sorry! There are none left now! Lines, that is! Pictures, we got plenty! Hoo-boy, plenty!!



ROAD SCHOLAR

It looks like Alfred E. Neuman is alive, well and fishing for cars on Route 130 South, in front of Tom's Diner in Burlington County, New Jersey.

Bill Weinberg
Bronx, NY



The MAD-In-Form Man: You Never Know Where He'll Turn Up!!!

FLOOT, THWAK, PTANG

Don Martin makes me drop my pants!

Sara Fowler
New York, NY

How come Don Martin never used the sound effect "Flood"?

David Greenwood
A.P.O.
San Francisco, CA

He did! But we censored him, for obvious reasons.—Ed.

BORED GAME

We thought you might be interested in a new variation of an old word game which we call "Don Martin Scrabble". This could be the biggest thing since "43 Man Squamish".

Steve and Susan Goodrich
Salt Lake City, UT



One Exceptionally Fine Day On A Scrabble Game Board

C.R.E.E.P.

After Robin Williams interviewed the "Crisis Relocation Emergency Evacuation Planner Of The Year", he should change his slogan to "Nanuke, Nanuke"!

Susan Kossler Chamblee
Tampa, FL

If you guys really wanted to interview the "CREEP Of The Year" you should have interviewed Michael Jackson. So what if the guy sold a zillion records! Between the sequined glove, the dark glasses, the white socks and the girlish voice, the guy really gives me the CREEPS!

Nicholas J. Mifsud
Drexel Hill, PA

BOY ALFRED

When are you guys gonna do a Boy George/Alfred E. Neuman cover?

Sue Adamo
Secaucus, NJ

Hopefully never! But since you're so hot to see it, take a look at the recent cover of the British edition of MAD.—Ed.



Boy Alfred — Yecchi!

CHECKING IN

As I was writing out the check to renew my subscription I realized that for years I have appreciated your ethical and considerate notice of expiration, to wit—you do not supply my name to anyone else nor do you inundate me with renewal notices. Thank you for your continued sense of taste and good breeding.

I realize further that this letter is not funny. Neither is your magazine.

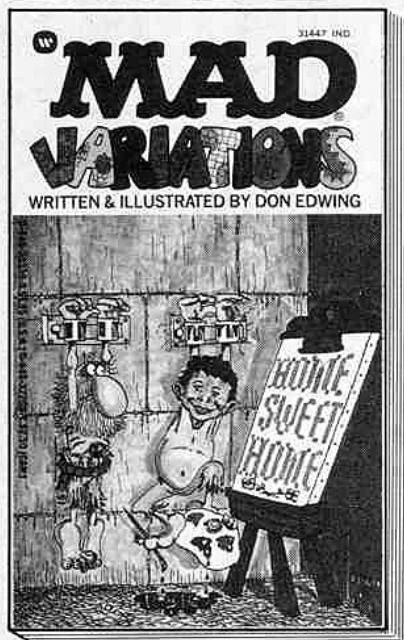
Robert A. Nichini
Elizaville, NY

Your letter may not be funny, but your check is! We're laughing all the way to the bank!—Ed.

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SNORT SUBJECT DEPT.

Some time ago, a promising young film star rose to new heights portraying a brilliant Italian-American college graduate who takes over a huge criminal empire. Now, more than ten years later, this same film star sinks to new lows portraying a sick, amoral Cuban junkie who takes over another huge criminal empire. In real life, this would be called "degeneracy." In Hollywood, this is called "progress." Anyway, here's our version of—

SCAR

This Miami iss a terrible place! Jus' look at what our countrymen are doing to each other here!

Iss much worse OUTSIDE the camp! I saw twenny-two AMERICANS killing each other! Ugg! What blood an' violence ...!

Oh? What wass happening...?

The Dolphins were playing the Steelers!

All right, children! Time for your lesson! Now ... who wants to conjugate the MOST IMPORTANT VERB in this movie? Miguel??

I frigg... You frigg... He friggs... She friggs... We frigg... They frigg...

Well, we may not haff much here in thees camp, but at leas' our keeds are getting a decent American education!



ARTIST: JACK DAVIS

How'd you guys like to work for Rank Lopizz, the big junk dealer? But you gotta be really tough!!

We're really tough, Man! We killed a lot of frigin' people!

Yeah? How many...? Today alone ... twenny-seven!!

ARRRRRRRGH!! Make that twenny-eight!!

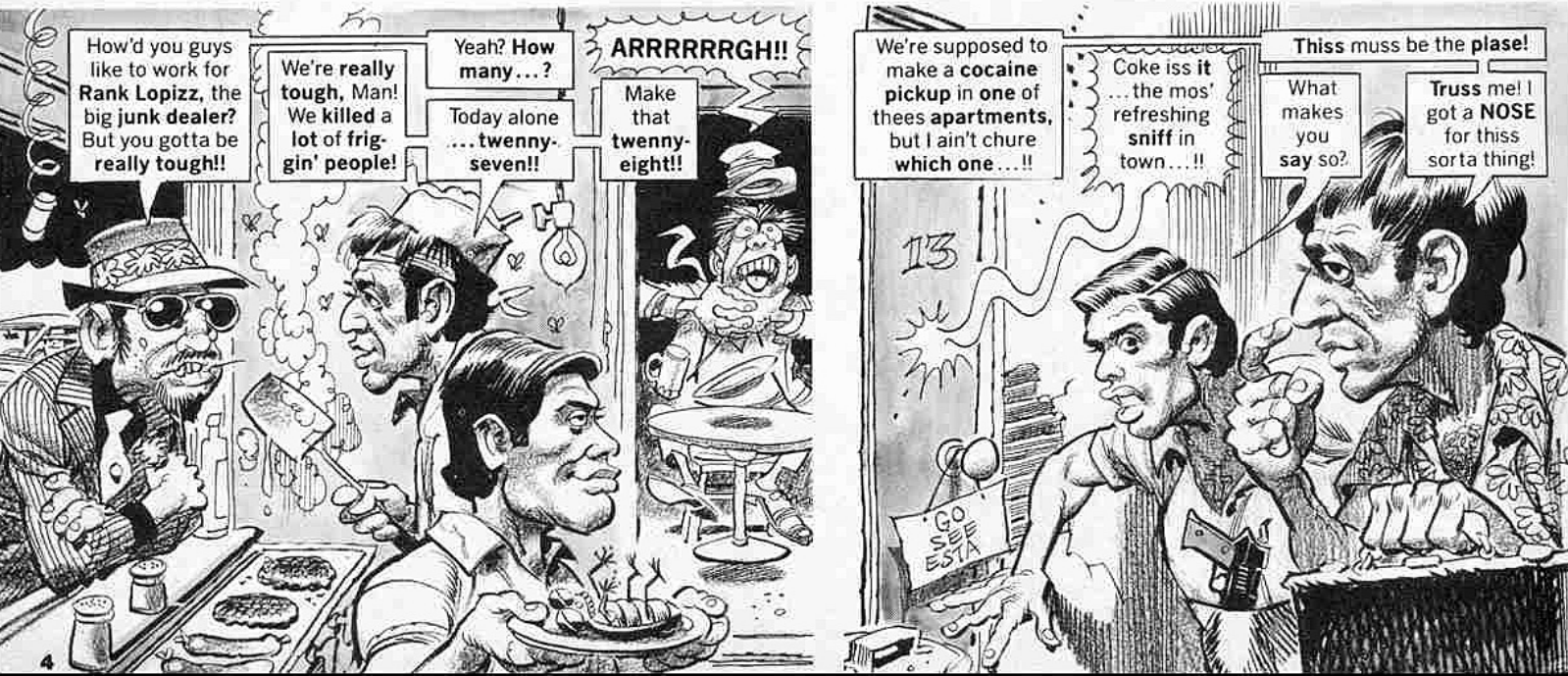
We're supposed to make a cocaine pickup in one of thees apartments, but I ain't chure which one...!!

Coke iss it ... the mos' refreshing sniff in town...!!

Thiss muss be the plase!

What makes you say so?

Truss me! I got a NOSE for this sorta thing!



RED FACE



Listen, I got beeg dreams, Bebbie! Some day, all of thiss weel be YOURS!!

THISS...?!? Feefty dirty tents... an' ninety tons of street crap?!?

I said I had BEEG dreams, Bebbie...!! I never said I had TER-RIFIC ones!

Iss all set, Toadie! Rank Lopizz says he weel spring us from here! All we gotta do iss ICE one of his ol' enemies....!

Man, in Cuba, they lock-ed us UP for killing somebody! Here, they're gonna let us OUT for killing somebody! I tol' you America iss GREAT!!

They say that Fidel Castro emptied his Cuban jails of the worst criminals and shipped them here to Miami Beach....!!

There goes the neigh-bor-hood!!



WRITER: LARRY SIEGEL

Hey, Man! We're here to deliver the money for the coke pickup!

Juss a minute, Man! We ain't finished with the delivery boys ahead of you!!

Hoo-hah! I guess thiss means they don' tip!!



Remember the good old days... when kids used to eat CAKE at birthday parties, instead of sniffing coke?!

Well...at least they still hire CLOWNS!!



You done a good job for me, Toadie! You steek with Rank Lopizz, an' you gonna make it beeg!

Oh, thiss iss my gringo girl friend, Elvirus...

Charmed. I'm Chure!

Go suck an egg, you friggin' greaseball!!!

Hey, Toadie, I theenk maybe she **LIKES** you! Weeth **ME**, she's a leetle cold!

Hey, Bebbie! How 'bout a ride in my **classy** new car?

In **THAT** monstrosity?! With those **OBSCENE** seat covers! I happen to **LOVE** animals, and I wouldn't sit on **LEOPARD** skin for all the gold in Ft. Knox!!

Thiss ain't **LEOPARD** skin, Bebbie! Thiss iss **HUMAN** skin! The spots all over it are **BULLET HOLES**!!

Well, in that case—maybe a short spin!!



Great news, Meanie!! Elvirus an' me iss gettin' married! I asked her to name the day, and she did!

Man, thass terrific!! When iss it gonna be??

I'll let you know as soon as I check out when **HELL** iss gonna **FREEZE OVER**!



Mama, iss your son, Toadie! I became a beeg shot here in America, an' I got plenny of **BUCKS** for you! Here...

I don't wan your fealthy money! I can imagine how you got it, you dirty bum!

Mama, all I do is ring doorbells an' deliver packs of **POWDER**!!

Oh...?! You're an **AVON MAN**! Why didn't you **SAY** so?!



Iss good to see my sister, **Genie**, again! To me, you are a **pure angel**! An' that iss why I don't wan you to let men do all those sick, disgusting theengs to you!

WHAT sick, disgusting theengs, Toadie??

The sick, disgusting theengs I'm doing to you right now!!



Toadie iss after my girl, an' he iss trying to take over my **business**! Iss time to pull the **plug** on him!

How do you wan us to take care of him, Boss??

Gun the dirty @\$%& down!!

But remember... there are **INNOCENT PEOPLE** around! So make sure **THEY** get it, too!



GESUNDHEIT!



Hey, Waiter! Those two guests just filled you full of lead! How come you don't die?!

Sorry... it's not my table!

RATAT TAT TAT

BLAM BLAM

I took friggin' care of your friggin' hoods, an' now I'm gonna wipe YOU off the friggin' face of the friggin' Earth, too!

Wow! You realize they used the word "frig" in this move as a noun, a verb, a preposition, an adjective... forty ways in all! There's no other way to say it!

Frigg you, fink...!!

Frigg YOU, Rank...!!

Hey, Man, that's fanfriggingtastic!

Make that FORTY-ONE!

BAM BAM

POW POW POW

SNIF. SNIF. SNIF.

Well, Bebbie... how you like bein' married to the mos' important dope dealer in Miami, with six billion dollars an' ninety-two mansions?!

Greaseball...?!? I take eight bubble baths a day!!

You're still a greaseball, Toadie!

Is that what you call them? You're supposed to use SOAP in the water, not COCAINE!

You take YOUR bubble baths, an' I'll take MINE!!

Boss

Hey, Boss... I juss found out that your bes' friend, Meanie, iss livin' with your Sister!

What?!? Yecch! Ptui! That makes me feel dirty all over! I'll grab another bubble bath, an' then I'll fly over an' see them!

They're livin' right here in town, Boss! You don't need to take no PLANE!!

Hey, Man... I said I'd FLY over! I didn't say nuthin' about no PLANE!

Wait, Toadie! Before you say or do anything crazy, please listen to me! Meanie and I are MARRIED!

Married?!? You're a sweet, decent girl! You CAN'T marry him! Don't you know that your marriage was already arranged... to a decent, wonderful, old-fashioned boy...!!

Who...???

ME...!!!

YOU?!?
But,
Toadie!
You
KNOW
that's im-
possible!

Okay!
Okay!
I'll
get
a di-
vorce!

Oh...thass
right! We're
Catholic!
I'll get an
annulment!!
Forget it!!

Forget it...?!
Five years ago,
Mama turned me
down! And now,
YOU?! How much
rejection can
I take...?!?



You've had it,
Toadie! We're
Federal Nar-
cotics Agents!

This is it, Toadie!
We're Dope Pushers
Local 14! You don't
run a Union Shop!

Toadie, we're from the
National Rifle Associa-
tion! We're here because
we just love to shoot!!



Well...it
looks as if
he died where
he wanted to
... in his
bubble bath!

Yeah! But at least he
seems to be showing
some remorse for the
inexcusable life he
led! Hear him crying?

He's not crying! He's
still sniffing coke!
I hear that in extreme
cases of addiction...
death is not necessar-
ily a final deterrent!

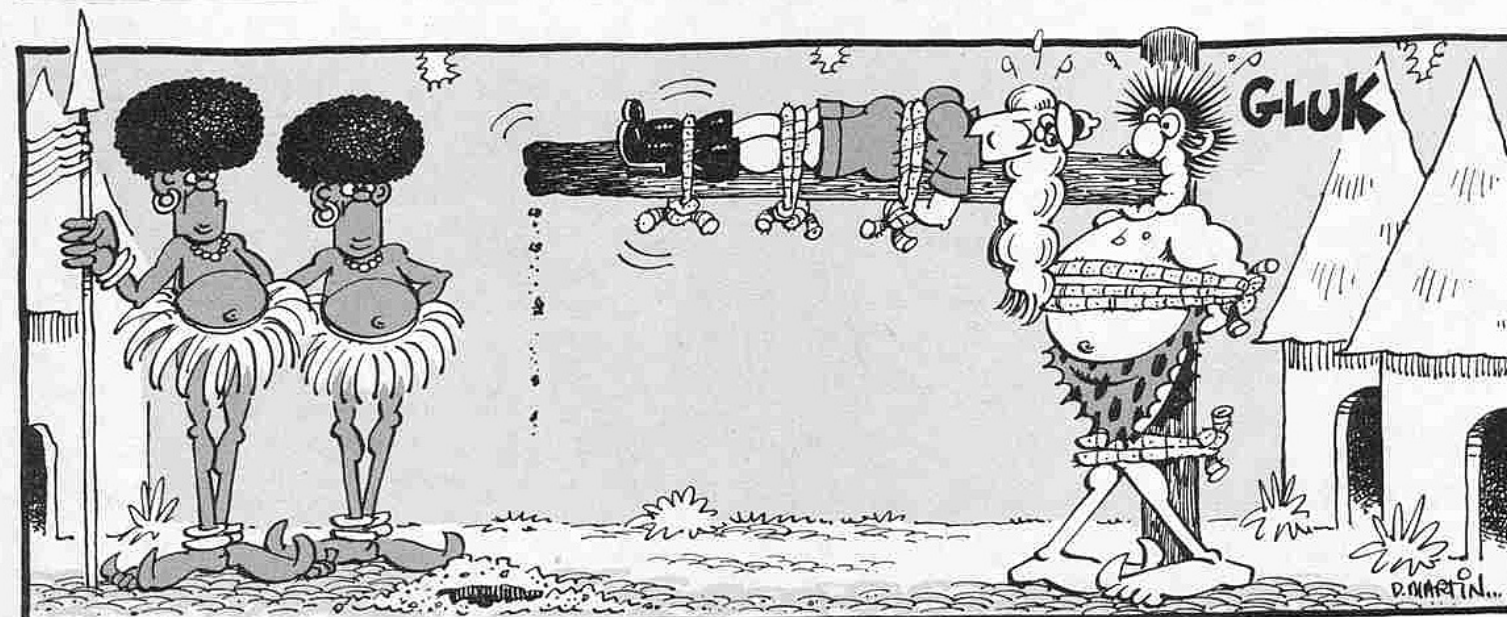
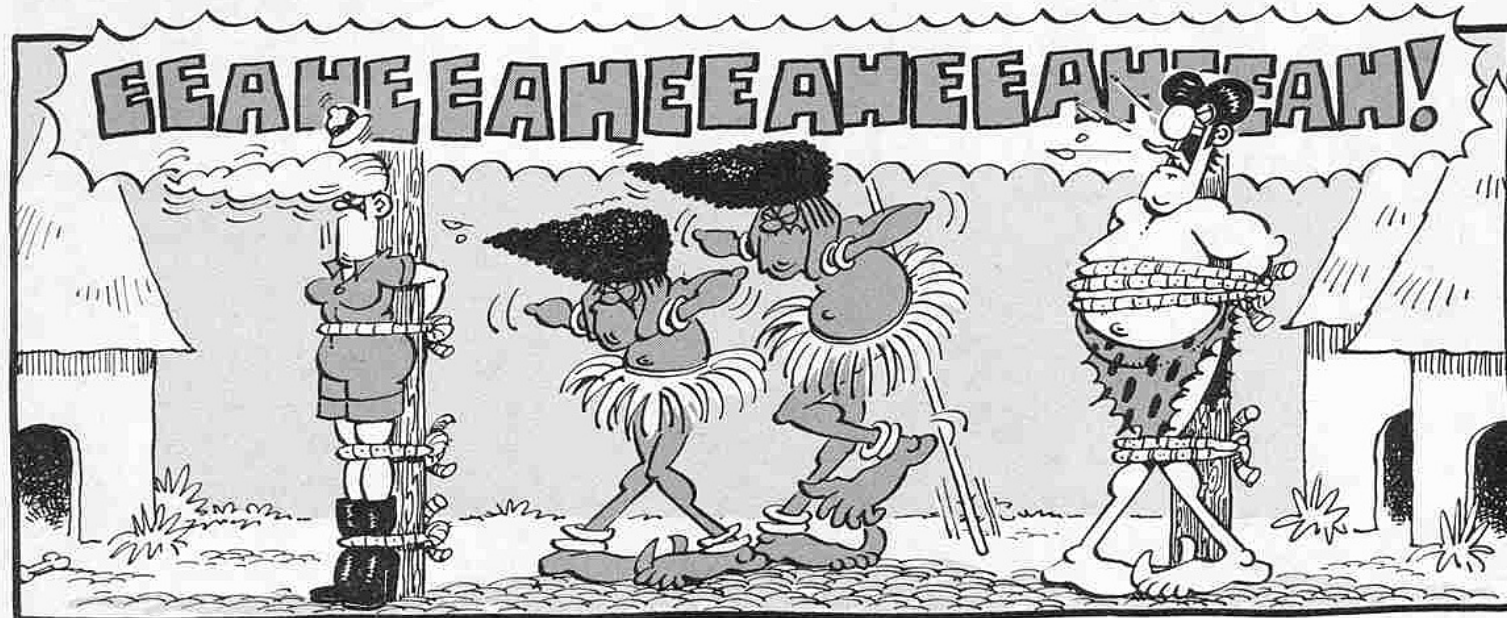


Look at that big, ghastly
scar on his face! I can see
where he got his nickname!

If you think THAT scar
is ugly, wait till they
look up his NOSE!!



EARLY ONE MORNING IN AN AFRICAN JUNGLE

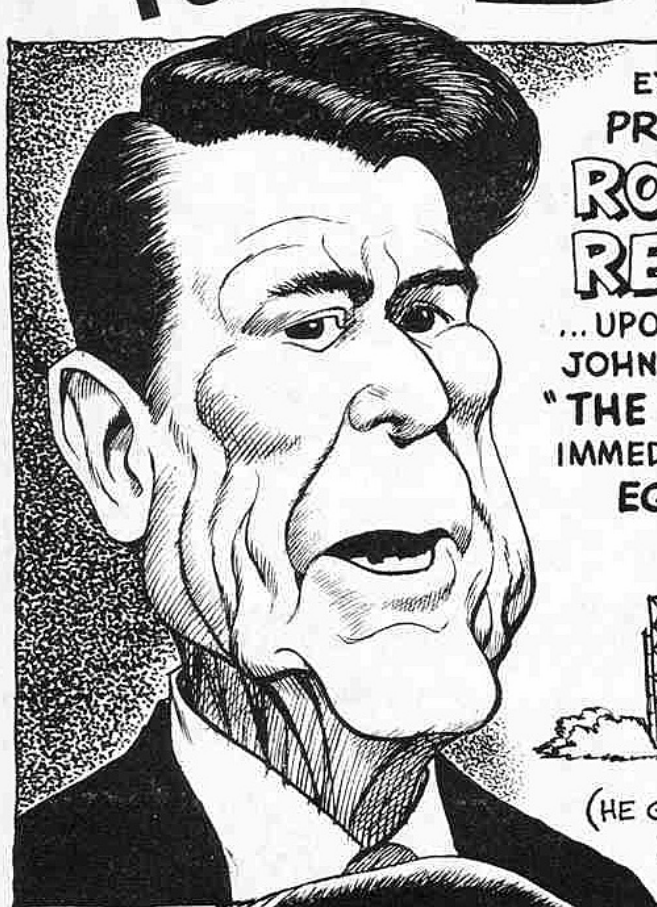


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Believe It

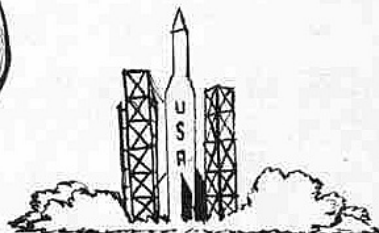
ARTIST: BOB CLARKE

WRITER: DON EDWING



EX-ACTOR
PRESIDENT
**RONALD
REAGAN**

...UPON LEARNING OF
JOHN GLENN'S PLUG IN
"THE RIGHT STUFF"...
IMMEDIATELY DEMANDED
EQUAL TIME!



(HE GOES INTO ORBIT ON
NOVEMBER 1ST)

The Book of Revelations
TELLS US THAT

**SATAN'S
NUMBER**

IS

6 6 6

RONALD: SIX LETTERS

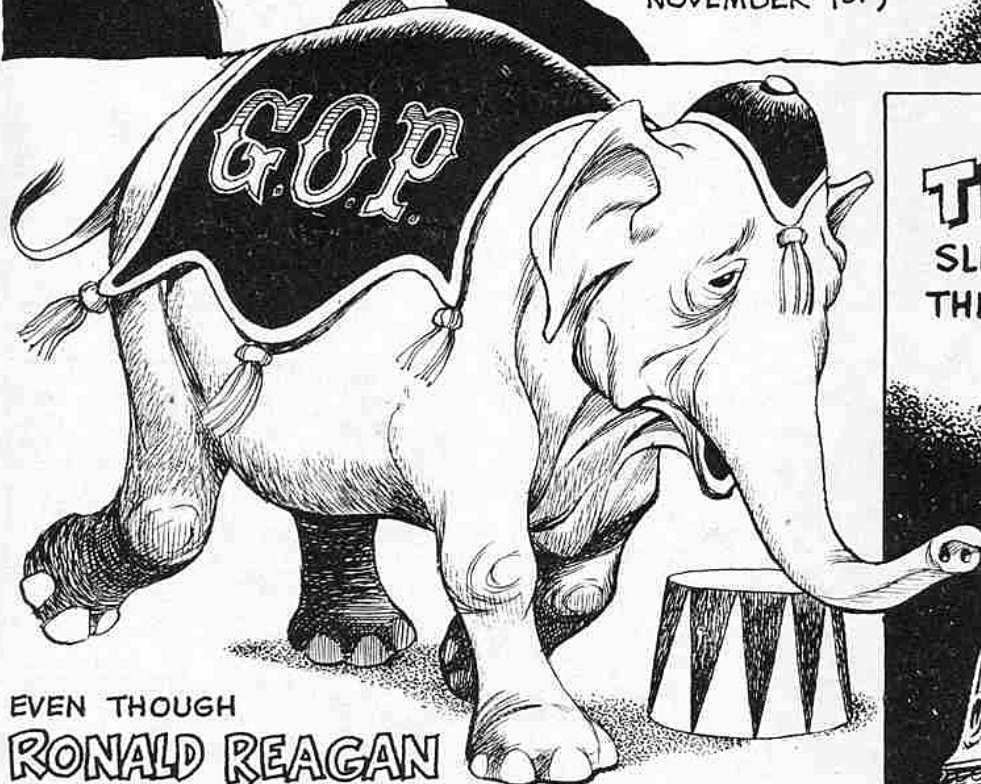
WILSON: SIX LETTERS

REAGAN: SIX LETTERS

IT IS WRITTEN:

**"He Shall Destroy
the Earth"**

submitted by:
THE DEMOCRATIC NATIONAL COMMITTEE



EVEN THOUGH
RONALD REAGAN

IS OVER **70**, HE INSISTS THAT THE REPUBLICAN
PARTY'S NICKNAME, THE **G.O.P.**, DOES **NOT**
STAND FOR "**G**R**E**AT **O**LD **P**RESIDENTS"

HOUSE SPEAKER
TIP O'NEILL
SLEEPS ON THE DOME OF
THE U.S. CAPITOL BUILDING!



THEY USE HIS NOSE TO WARN
OFF LOW-FLYING AIRCRAFT!

or Nuts!

VICE PRESIDENT

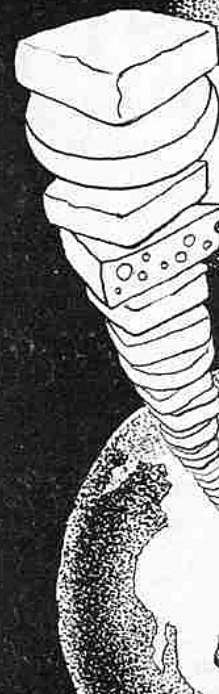
BUSH

ONCE GREW A BEARD
SO NOBODY WOULD
RECOGNIZE HIM
...AND NOBODY DID!

HOWEVER, WHEN HE SHAVED
IT OFF... NOBODY DID EITHER!



Wally



IF ALL OF THE
CHEESES
THE GOVERNMENT
GIVES AWAY WERE
PILED... ONE ON
TOP OF THE OTHER

A Congressional Optical Illusion



ALTHOUGH IT APPEARS THESE CONGRESSMEN ARE IN SESSION...
THEY ARE ACTUALLY **DEFENDANTS** IN AN **ABSCAM TRIAL**!

... WE WOULD HAVE
WELFARE LINES
IN OUTER SPACE!



NANCY REAGAN

THE FIRST LADY,
IS REALLY
NOT THE FIRST!

- SHE'S RONNIE'S **SECOND** WIFE
- **EVE** WAS ACTUALLY THE **FIRST** LADY
- AS FOR BEING THE FIRST LADY OF THE **LAND**... SHE IS REALLY THE **39TH**!



IF THEY PUT ALL OF
THE UNEMPLOYED IN
ONE SINGLE LINE

... THE LAST PERSON ON LINE WOULDN'T COLLECT HIS
UNEMPLOYMENT INSURANCE FOR **47 YEARS**! BY THAT
TIME, HE'D BE **TOO OLD**... AND HE'D HAVE TO SWITCH
TO THE **SOCIAL SECURITY LINE**!

ADS BACKWARDS DEPT.

Back in 1968 (MAD #116), we published some "Ads We Never Got To See" ... a collection of ill-fated

advertising campaigns that sounded good when they were first created, but upon reflection certainly

MORE ADS WE NI



Try the **ALL-NEW**

Weight Watchers[®]

DIET PROGRAM!

*you have nothing to lose
...and everything to gain!*



The **ALL-NEW**
Space Age

ZENITH[®]

HEARING
AID

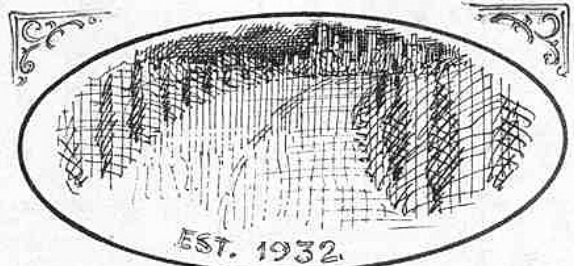
it's something
to shout about



LEARN TO DRIVE
in
ONE DAY

WITH

FENWICK
AUTO SCHOOL'S
8-HOUR CRASH COURSE
IN DRIVING!



EST. 1932.

didn't say what the advertisers intended to say. Well, it's taken sixteen years for the laughter to die down. And now that everyone's had a chance to catch his breath, we're ready to go again with...

EVER GOT TO SEE

ARTIST: HARRY NORTH


WRITER: DICK DE BARTOLO



why not
pick your
own nose?

THE CRANSTON COSMETIC SURGERY CLINIC

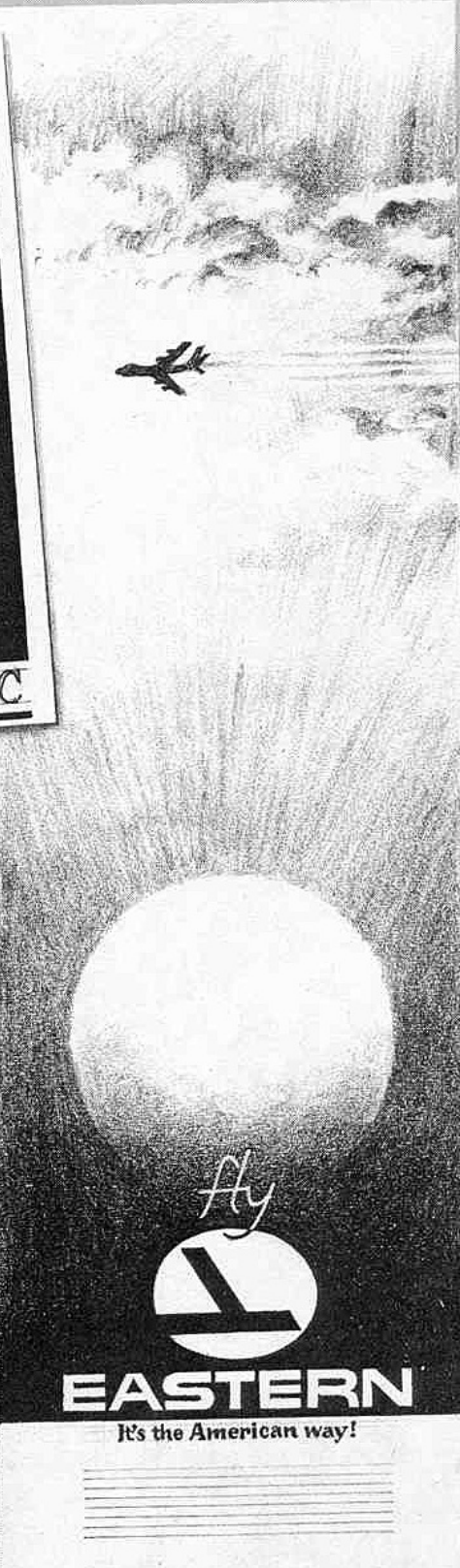
**NEW
TRAVEL
SIZE**



**Pepto-
Bismol**

TABLETS

For people on the go!



fly

EASTERN

It's the American way!

PREPARATION H

For temporary hemorrhoid relief,
it leaves all the others behind!



Brillo

SOAP PADS

We're always working to improve
them and we've just started
to scratch the surface!



Let our
cheerful
drivers take
you for a
ride!



The
Yellow Cab
Co.

SUNSWEEET

Prunes

IN THE MORNING WILL
GET YOU GOING ALL DAY!



THE SLEUTH HURTS DEPT.

We're used to what's "missing" on TV shows today, since invariably we're talking about *intelligence*, *taste*, and *humor*! (Yeah, we know, the same thing can be said about *Mad Magazine*!) But there's a show that's missing *something else*—mainly, the *main character*! Hoo hah! That's right! It seems that this gal thinks she'd make it better in the male-dominated world of private Eye-ism if she was a guy, so she invents one, but then some boob shows up and says he's him and... oh, *forget it*! If it's *that* important to you, you should see the show, or *better yet*, read *Mad*'s version of...

REMINGTON STEAL

WRITER: LOU SILVERSTONE

ARTIST: ANGELO TORRES



Ah Lura, you look positively ravishing!

So stop talking and start ravishing!

There is nothing I would enjoy more, unfortunately I must rescue a client!

From a killer?

Worse, from Mouldred! She thinks she's conducting an IRS audit!

My wife was murdered...

Do you know the penalty for listing a stiff as a dependent? You try pulling any of that garbage and we'll throw the book at you!

True

THE EYES OF TAXES ARE UPON YOU

Mouldred, you no longer work for the IRS! When a client comes to the Steal Agency, he expects help, not abuse!

Mr. Steal, my name is Cosgrove. My wife was murdered and somebody is trying to kill me! Several shots were fired into my bedroom...

Were you hit?

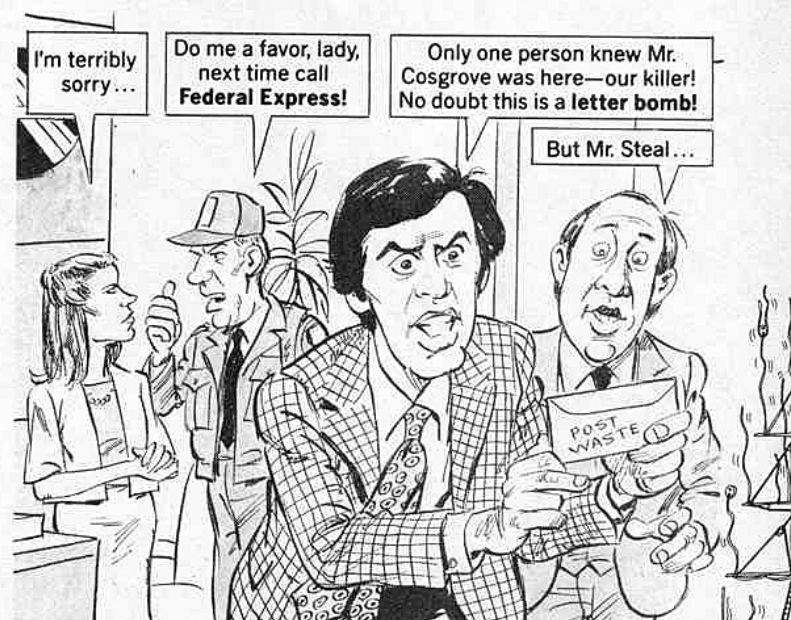
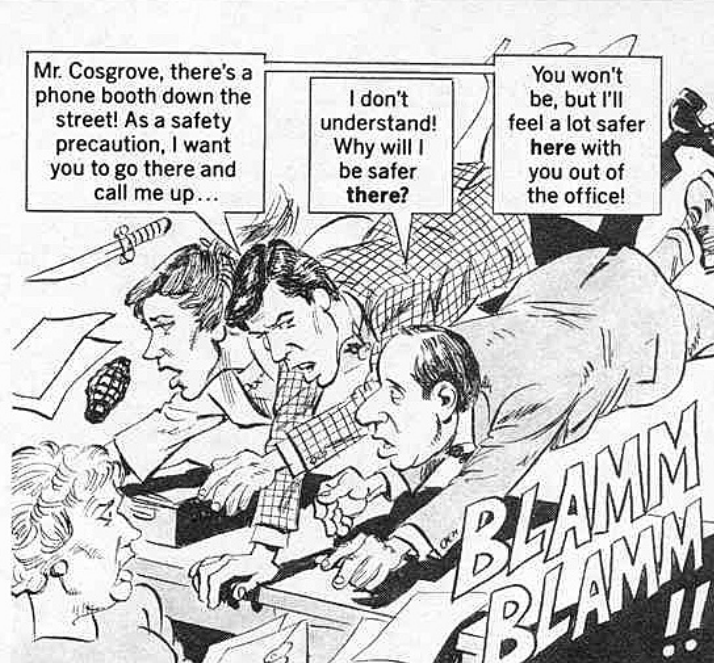
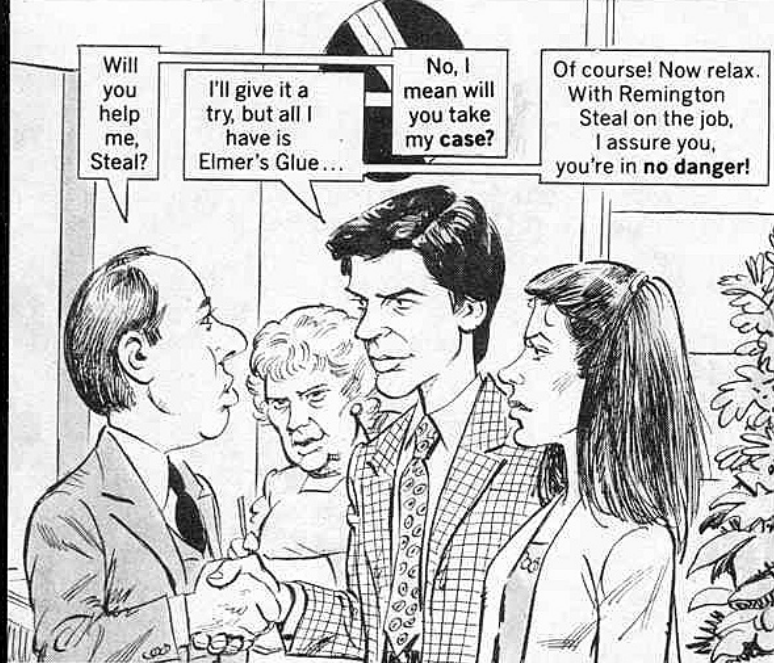
No, but my Kermit the Frog and Miss Piggy stuffed dolls are ruined!

Did you report it to the police?

Yes, they told me to try and fix them with Crazy Glue!

EVASION OF THE MONEY SNATCHERS

BROOKS BROS. (MEL)





Shall I call the Bomb Squad?

No need for that! I'll simply immerse the bomb in water, rendering it harmless!

Mr. Steal, I told the insurance company to send my wife's check here. I thought it would be safer. You just flushed 2 million dollars!

Wow, talk about your royal flush!

BATHROOM HUMOR
— AN AMERICAN STANDARD

Two million! Chum, you didn't get a piece of the rock, you got the whole bloody mountain!

I know it's a lot, but there was a clause in the policy that paid **quadruple** if my wife was killed by having her head smashed with a bat!

Mr. Cosgrove, your cup doth runneth over...

Thath, not all thath runneth over, thtupid!

When I took this job, I thought I'd be flushing out criminals, not toilets! Boy, you'd think a classy outfit like this, with a suite of offices, a chauffeur driven limo and a boss who has a bigger wardrobe than Princess Di, could afford more than one girl Friday!

MIND YOUR P's AND Q's TOO

Perhaps we ought to check your car for any explosive devices...

You'd better let me handle this!

Miss Dolt, an automobile is a complex, sophisticated piece of machinery! What is needed here is a deft, **masculine touch**! Ah, how does one open the hood?

Pull this lever, macho man...

PARK AND LOX

Aha, here is your bomb...

That's the distributor!

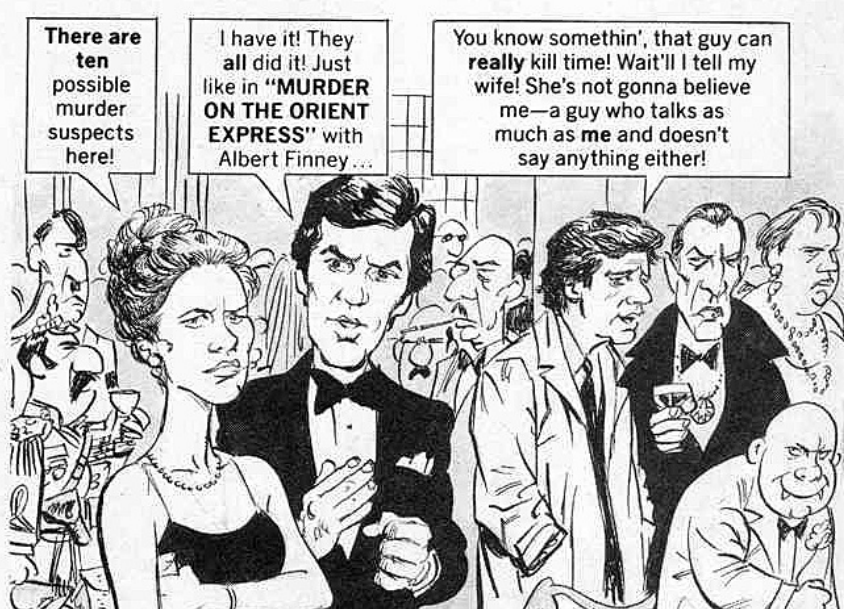
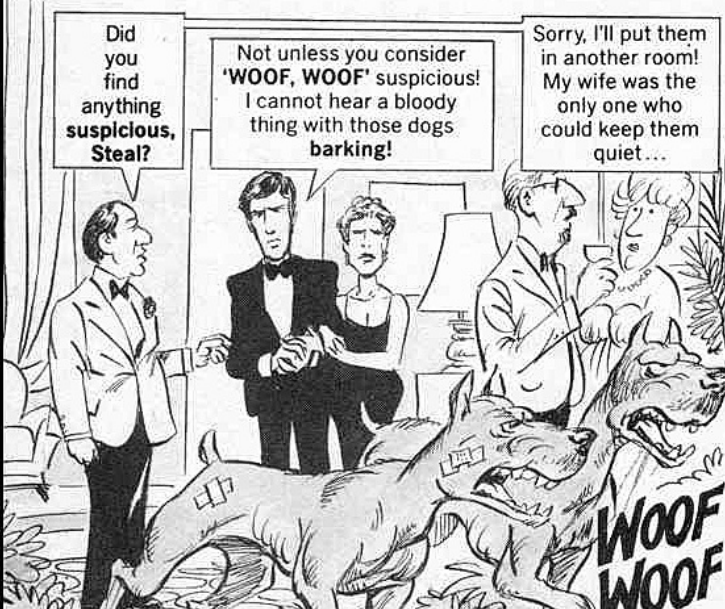
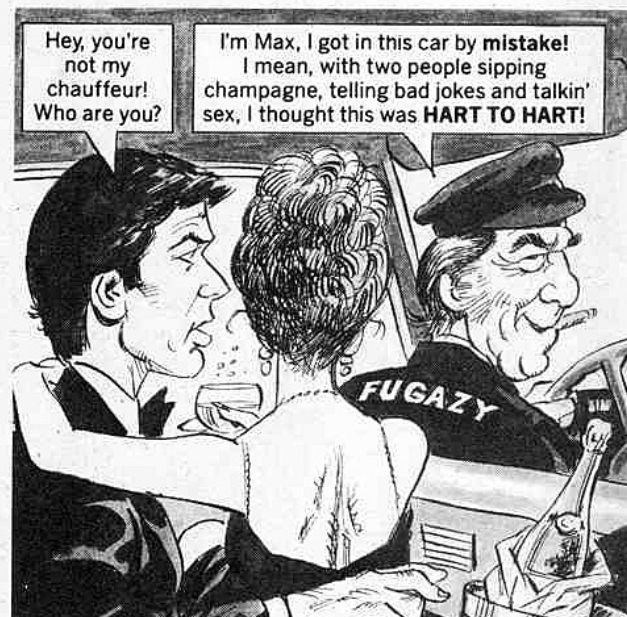
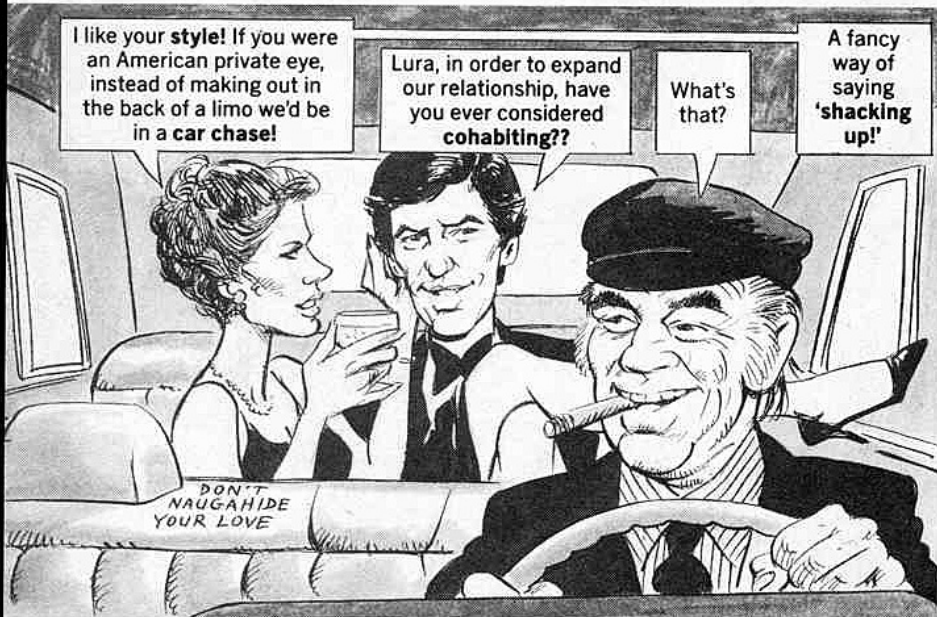
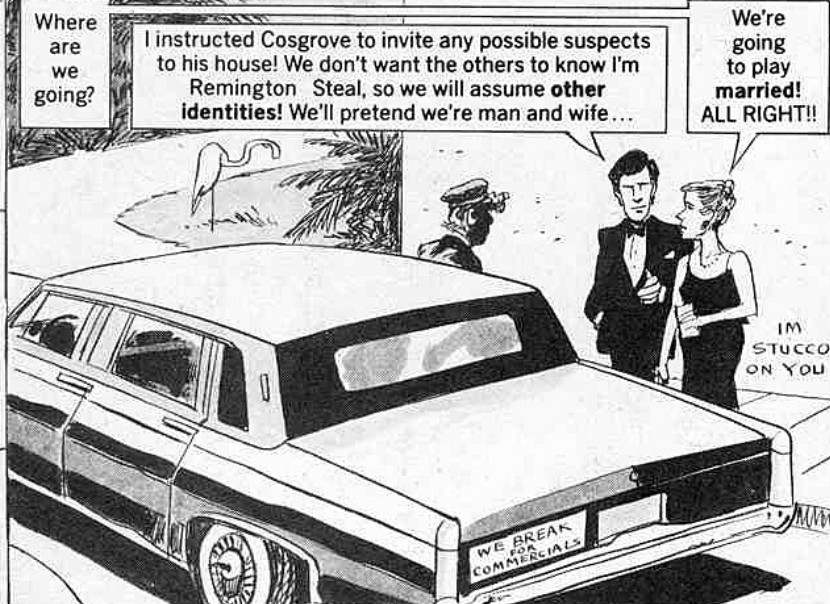
This is the bugger! Sound the all clear!

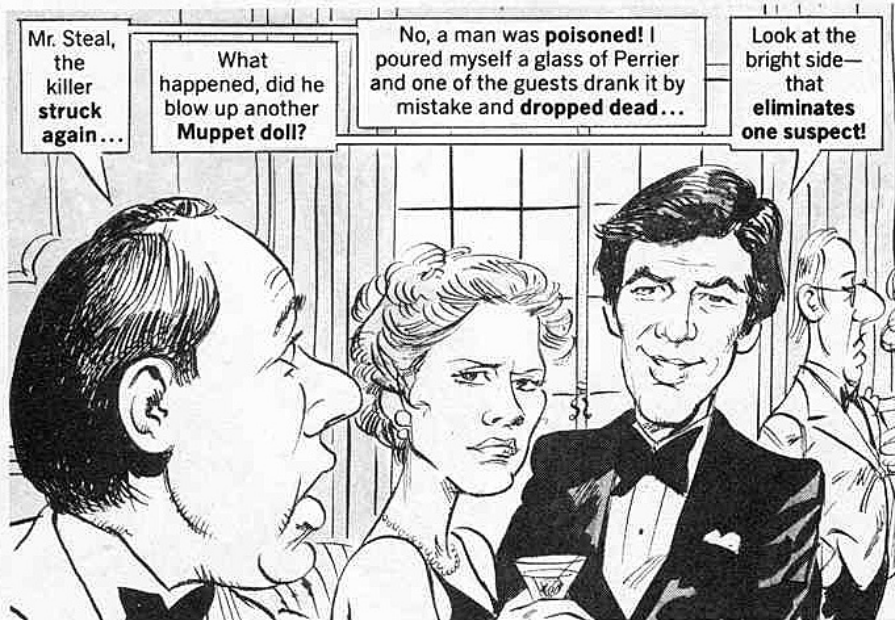
That's the carburetor!

Mr. Cosgrove, I can definitely assure you that there are **no explosive devices** in your car! It's perfectly safe to drive!

Well done, Mr. Steal! You're so **brave** risking your life to make sure there wasn't a bomb in the car...

A bomb would have done a lot **less damage**!



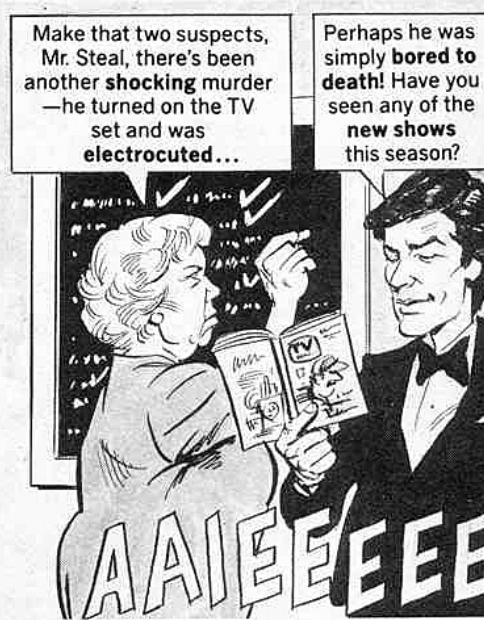


Mr. Steal, the killer struck again...

What happened, did he blow up another Muppet doll?

No, a man was **poisoned**! I poured myself a glass of Perrier and one of the guests drank it by mistake and **dropped dead**...

Look at the bright side—that **eliminates one suspect!**



Make that two suspects, Mr. Steal, there's been another **shocking murder**—he turned on the TV set and was **electrocuted**...

Perhaps he was simply **bored to death**! Have you seen any of the **new shows** this season?

AAIEEEEEE!!

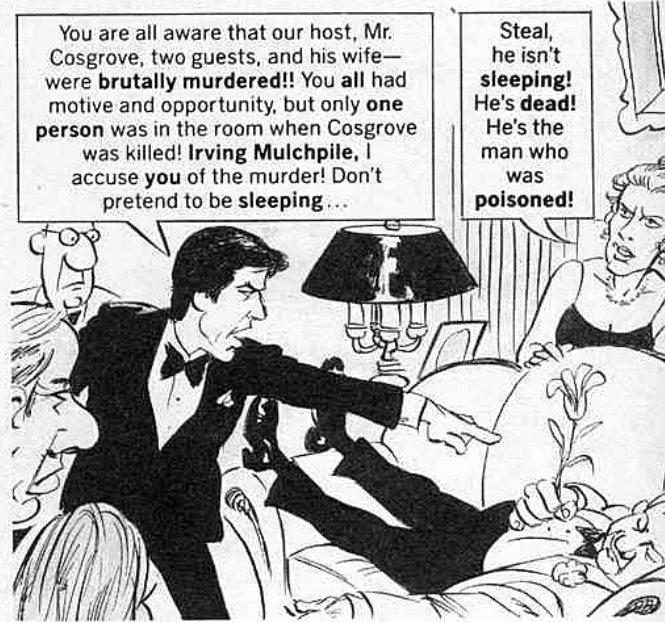


It's Mr. Cosgrove! He's been **murdered**!

I really hate losing clients, especially **before** they pay their bill!



Moldread, would you kindly bring the **surviving guests** in here?



You are all aware that our host, Mr. Cosgrove, two guests, and his wife—were **brutally murdered**!! You all had motive and opportunity, but only **one person** was in the room when Cosgrove was killed! **Irving Mulchpile**, I accuse **you** of the murder! Don't pretend to be sleeping...

Steal, he isn't **sleeping**! He's **dead**! He's the man who was **poisoned**!



Hmm... of course—I was just trying to catch the real killer **off guard**! My assistant, Miss Dolt will now take over...

Thanks alot! I have an idea! Moldred bring in the **dogs**...

Surely you don't think the **dogs** did it! How could an animal swing a bat or stab a man?

On **NBC anything** can happen!



Notice how the dogs ran right to the **maid**!

Ah, yes—perhaps it's because she bears a striking resemblance to **Lorne Green**!

So does Mouldred, but they didn't go to **her**! They went to the **maid**! Why?

But this **really** isn't the maid—it's **Mrs. Cosgrove**! She murdered the maid, smashing in her head to make her **unrecognizable**, then she changed clothes with her! It was an **insurance fraud scheme**—and her husband was in on it!

Of course! He **faked** those attempts on his life to **eliminate suspicion**!

Yes, but Mrs. Cosgrove pulled a **double cross** and killed him!

There's a lot of that going around! Probably has to do with the **feminist movement**!

Very clever indeed, but not clever enough to fool Remington's **Steal**! Hey! Uh, Lura, how did we solve this one?

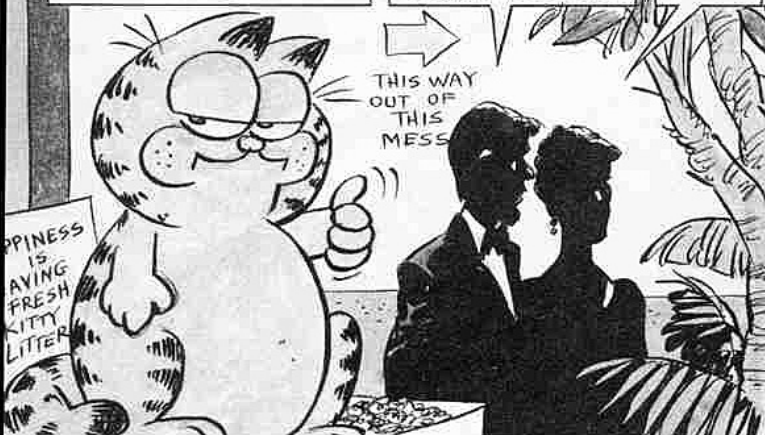
Simple, Simple-minded...



Remember when, Mr. Cosgrove said his wife was the **only one** who could keep the **dogs** quiet? Well, they were in the room when he was stabbed and they didn't **bark**! So it had to be Mrs. Cosgrove!

Boy, if she had a **cat** for a pet instead of those mangy mutts this would have been the **perfect crime**! Lura, you really are a **fantastic detective**...

Then how come I can't find out your **real name**?



Where's the car?

I sent it away! I told the chauffeur to return in the **morning**...

Smashing! You know, of course, there's only **one** bed in the guest room...

I know, I know!



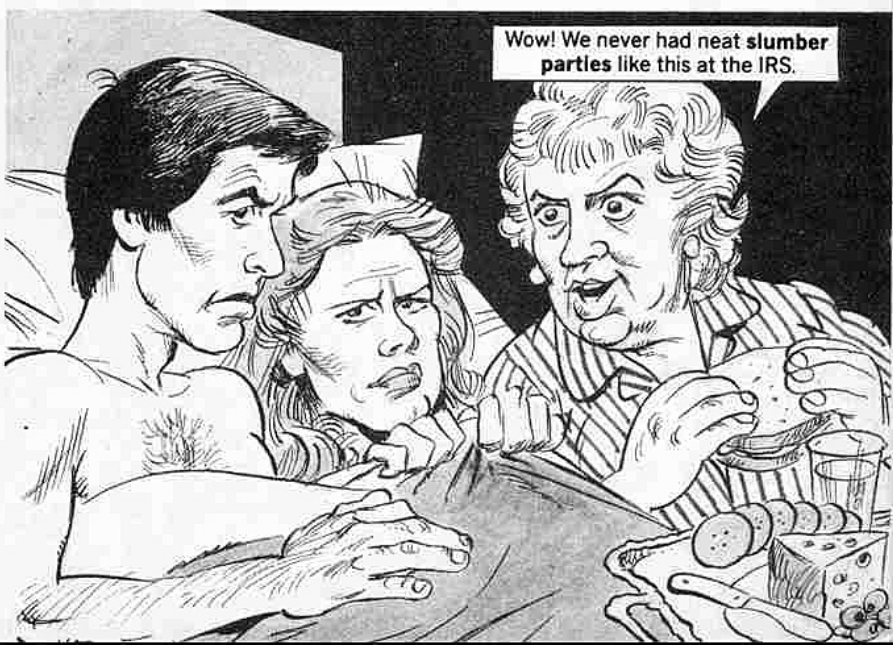
I didn't bring my **jammies**...

I never wear any...

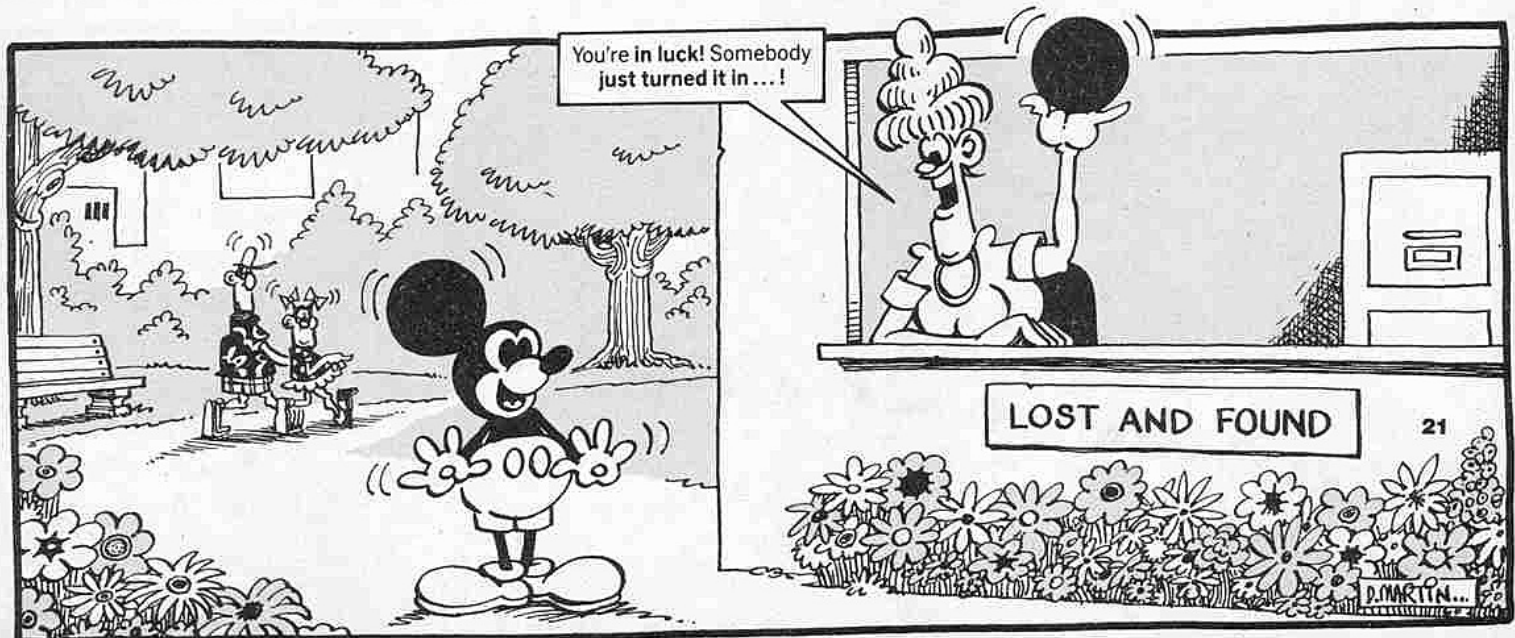
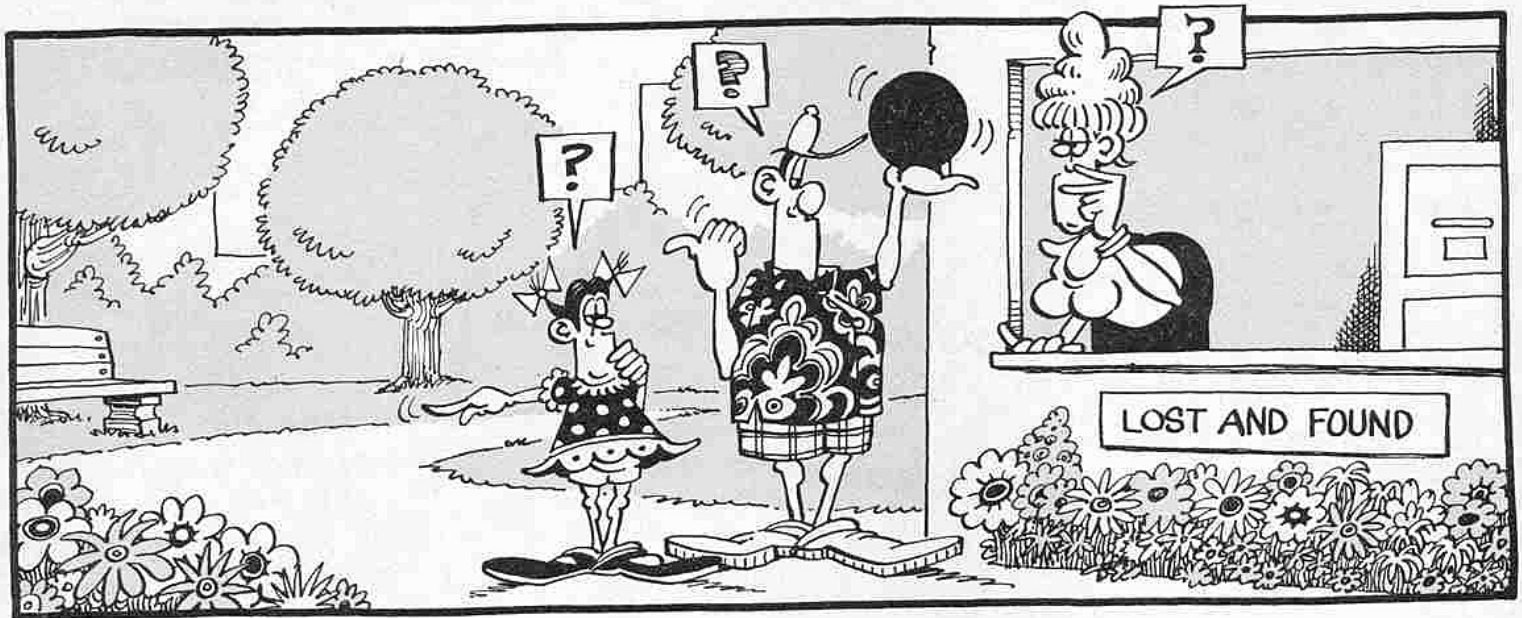
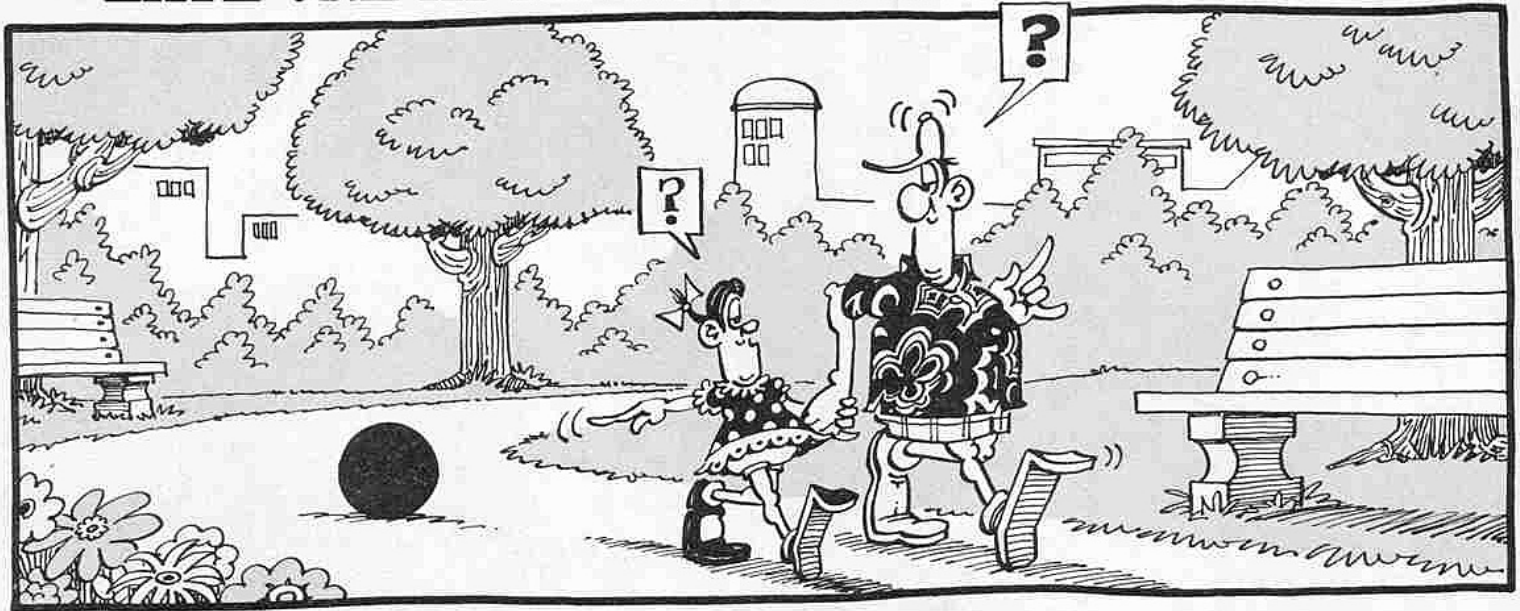
I **brung** mine!



Wow! We never had neat **slumber parties** like this at the **IRS**.



LATE ONE AFTERNOON OUTSIDE OF ORLANDO



MAD'S ALL-INCLUSIVE TV GUIDE

FOR A DETECTIVE SHOW

10:00 PM (3) (1) hits (3) tracking down (5)
(2) (4) smugglers, but his (6)
a gang of
infuriate

1

HARDCASTLE & McCORMICK
MAGNUM, PI
SIMON & SIMON
REMINGTON STEELE
MATT HOUSTON
HART TO HART
THE FALL GUY
MANIMAL

FOR A SOAP OPERA

4:00 P.M. (7) (1) threatens to expose (3)
(2) (4) unless (5)
affair with
stops trying to

1

GENERAL HOSPITAL
DAYS OF OUR LIVES
ANOTHER WORLD
THE EDGE OF NIGHT
SEARCH FOR TOMORROW
ONE LIFE TO LIVE
AS THE WORLD TURNS
ALL MY CHILDREN

FOR A MEDICAL SHOW

10:00 PM (5) (1) and an (3)
(2) must fight (4) in order to keep a promise (6)
insensitive (5) with
to

1

TRAPPER JOHN, M.D.
QUINCY
TRAUMA CENTER
ST. ELSEWHERE
EMERGENCY
M.A.S.H.
AFTERMASH
CUTTER TO HOUSTON

WE DO-IT-YOURSELF LISTINGS

WRITER: MIKE SNIDER

2

McCormick
Magnum
A.J.
Jonathan
Houston
Steele
Colt
Jonathan

3

the streets
the high seas
the jet-set circuit
the booze
rock bottom
a Chinese disco
an uncooperative psychic
below the belt

4

drug
weapons
diamond
gold
inept
inscrutable
Orthodox
oreo cookie

5

unconventional methods
illegal searches
reckless escapades
endless speeches
loud pants
low ratings
ill-fitting toupees
spiked handcuffs

6

the police
the A.C.L.U.
his mother
viewers
the entire civilized world
the network brass
Howard Cosell
the criminals

2

Ed
Mary
Janice
Mrs. Whitney
Travis
Dorian
Barbara
Leora

3

Nola's
Alex's
Rachel's
Nancy's
Miss Piggy's
the make-up man's
Cinderella's
Flipper's

4

Jason
Sister Marie
Mitch
The producer
Mister Rogers
The hairdresser
Sneezy, Dopey and Doc
Orca, the killer whale

5

Kathleen
Jarvis
Mac
Mike
Ronald Reagan
"the Man"
Linda Lavin
the network

6

blackmail Mona
frame Richard Nixon
besmirch her reputation
ad-lib his lines
act like a 'B'-movie player
'mess wit' my mind'
sing
foist this trash on the public

2

Trapper
Quincy
Michael
Fiscus
Johnny and Roy
Hawkeye
Klinger
Beth

3

red tape
the clock
superstition
ignorance
a giant squid
nausea
Muhammed Ali
the weather

4

administrator
judge
social worker
parish priest
marine biologist
stomach
Leon Spinks
traffic cop

5

a Vietnam Vet
a coal miner's widow
a Christian Scientist
an altar boy
an injured diver
an old peasant
an old school chum
3 chorus girls

6

leukemia
six children
hepatitis
herpes
no time to spare
trenchmouth
six months to live
the "hots"

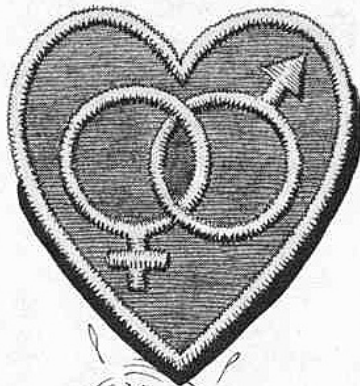
SCUTOLOGICAL DEPT.

For over seventy years, The Boy Scouts have awarded Merit Badges for accomplishments in various activities. Whoopie! But seventy years is a *long time*. How about *updating* some of the old badges to bring them into line with the *experiences* of The American Boy of the '80's? What do we mean by that? Well, stop being so argumentative and take a look at Mad's suggestions for...

SCORING MERIT BADGE

REPLACES:
NATURE STUDY
MERIT BADGE

1. You must make out with the girl of your choice by the third date.
2. You must remain silent about your conquest by not telling your friends for at least one school day.
3. You must respect her for at least one school week while successfully avoiding the *guilt trip* she is trying to lay on you.



DIVORCE SURVIVAL MERIT BADGE

REPLACES:
GENEOLOGY
MERIT BADGE

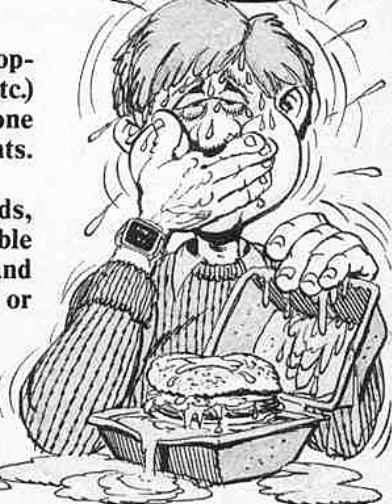
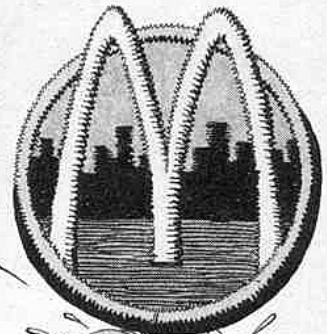
1. Do not tell your father which one of your mother's "friends" is sleeping over, even if it is one of *his* friends.
2. Agree with your father that the silly, young lady he is dating is "real swell, and a lot of fun."
3. Convince your *father* that you look forward to visitation day; convince your mother you look forward to coming home when visitation day is over.



SURBURBAN SURVIVAL MERIT BADGE

REPLACES:
WILDERNESS
SURVIVAL
MERIT BADGE

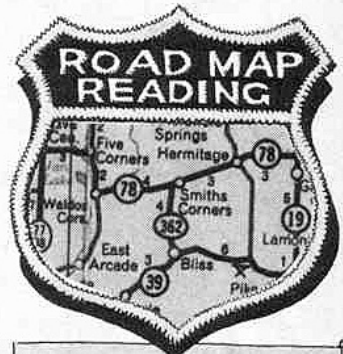
1. Live off the "land" (shopping mall, miracle mile, etc.) by eating all meals for one whole day at fast food joints.
2. Live to tell about it.
3. Using scientific methods, identify beyond reasonable doubt which part is food and which part is cardboard or plastic container.



ROAD MAP READING MERIT BADGE

REPLACES:
ORIENTEERING
MERIT BADGE

1. Be prepared to identify the nearest state with a lower drinking age than your own.
2. Re-draw a map of your area, designating important sites and landmarks like nude beaches, famous hot spots and singles bars, etc.
3. Locate the remote back roads where drag races can be held without anyone finding out.



N MERIT BADGES



ARTIST: GEORGE WOODBRIDGE

WRITER: STAN HART

MEDICINAL PLANT GARDENING MERIT BADGE

REPLACES:

BOTANY MERIT BADGE

1. Grow the variety of "medicinal" plant your patrol leader suggests.
2. Engage your patrol to help you separate the seeds and stems from the leaves of the full grown plant.
3. Organize a sales drive to unload the produce, saving at least half the funds you collect for emergency bail.

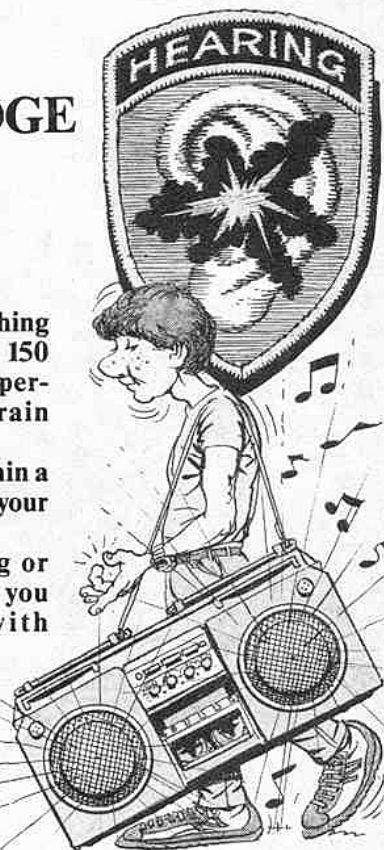


HEARING MERIT BADGE

REPLACES:

MUSIC MERIT BADGE

1. Use a boom box weighing up to but not exceeding 150 lbs. without suffering permanent hearing or brain damage.
2. Entertain people within a two mile radius with "your kind of music."
3. Master lip-reading or sign language so that you can communicate with others.

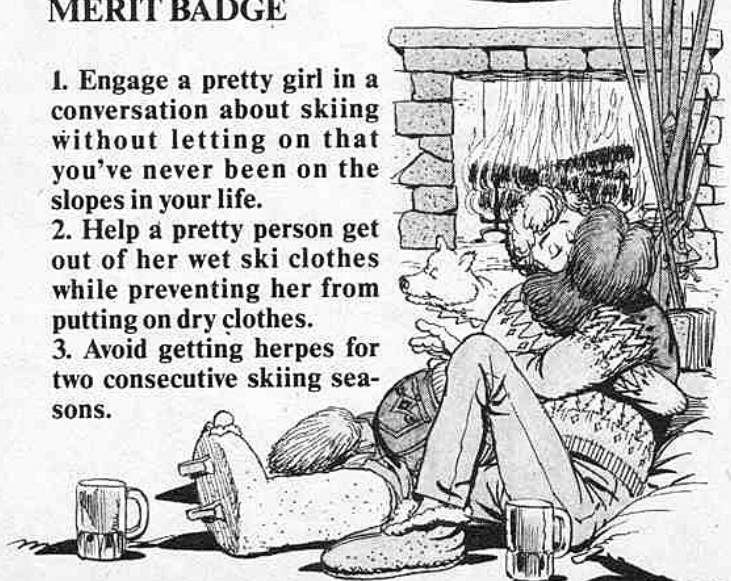


APRE SKI MERIT BADGE

REPLACES:

SKIING MERIT BADGE

1. Engage a pretty girl in a conversation about skiing without letting on that you've never been on the slopes in your life.
2. Help a pretty person get out of her wet ski clothes while preventing her from putting on dry clothes.
3. Avoid getting herpes for two consecutive skiing seasons.

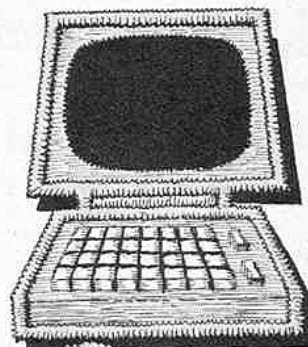


ELECTRONICS MERIT BADGE

REPLACES:

SPORTS MERIT BADGE

1. Resist the temptation to program the family computer so that it prints out dirty words and dopey jokes.
2. Demonstrate your computer and your skills to a friend without screwing up and looking like a complete jerk.
3. Break the code for your school's computerized record data bank so you can make a few bucks selling your friends the information.

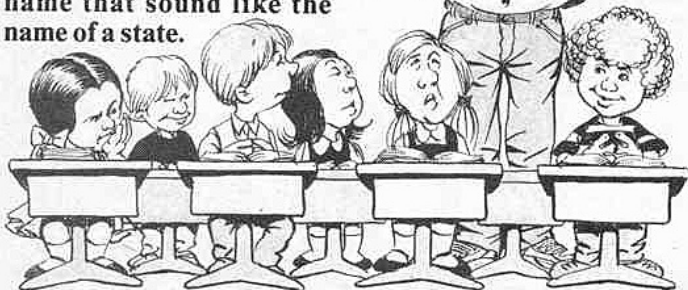


SCHOOL STUFF MERIT BADGE

REPLACES:

SCHOLARSHIP
MERIT BADGE

1. Become proficient enough to be able to read a book without the help of pictures.
2. Be able to identify which part of a sentence is the subject and which part is the predicate in a maximum of three attempts.
3. Learn and be able to recite the name of a city that is a state capital; or any city in a state that has a capital; or the name of any state; or a name that sound like the name of a state.

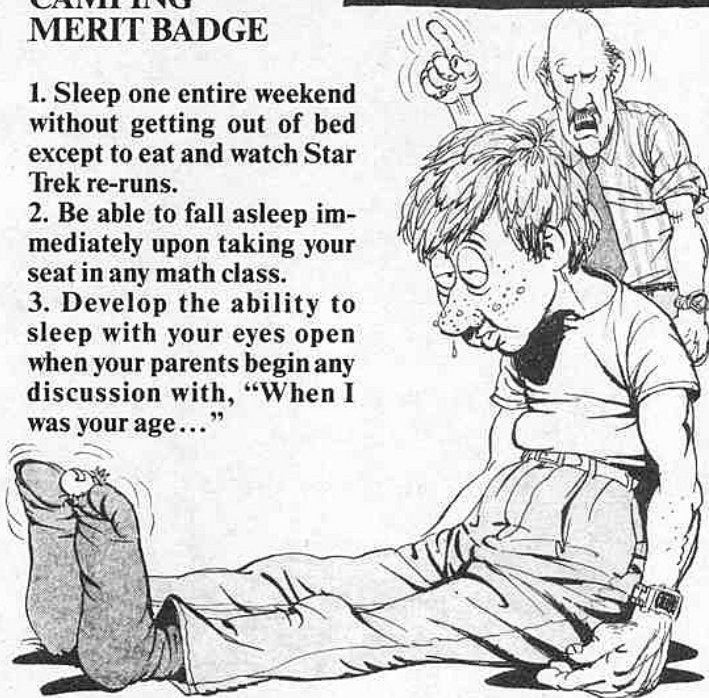


SLEEPING MERIT BADGE

REPLACES:

CAMPING
MERIT BADGE

1. Sleep one entire weekend without getting out of bed except to eat and watch Star Trek re-runs.
2. Be able to fall asleep immediately upon taking your seat in any math class.
3. Develop the ability to sleep with your eyes open when your parents begin any discussion with, "When I was your age..."

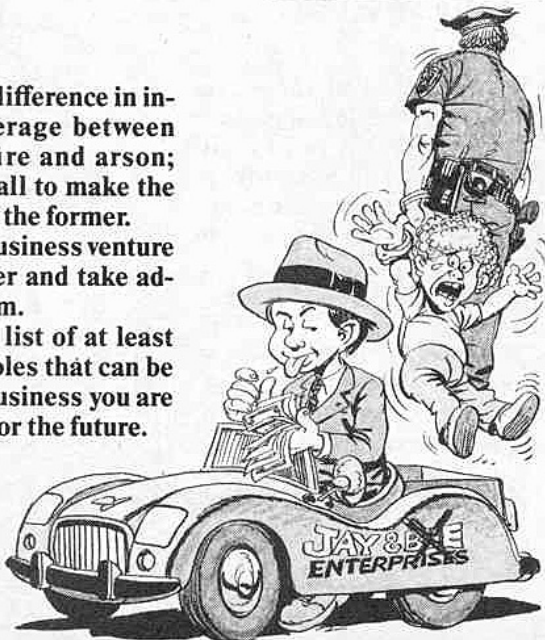


FREE ENTERPRISE MERIT BADGE

REPLACES:

AMERICAN
BUSINESS
MERIT
BADGE

1. Learn the difference in insurance coverage between accidental fire and arson; and who to call to make the latter appear the former.
2. Go into a business venture with a partner and take advantage of him.
3. Compile a list of at least 25 tax loopholes that can be used in the business you are considering for the future.

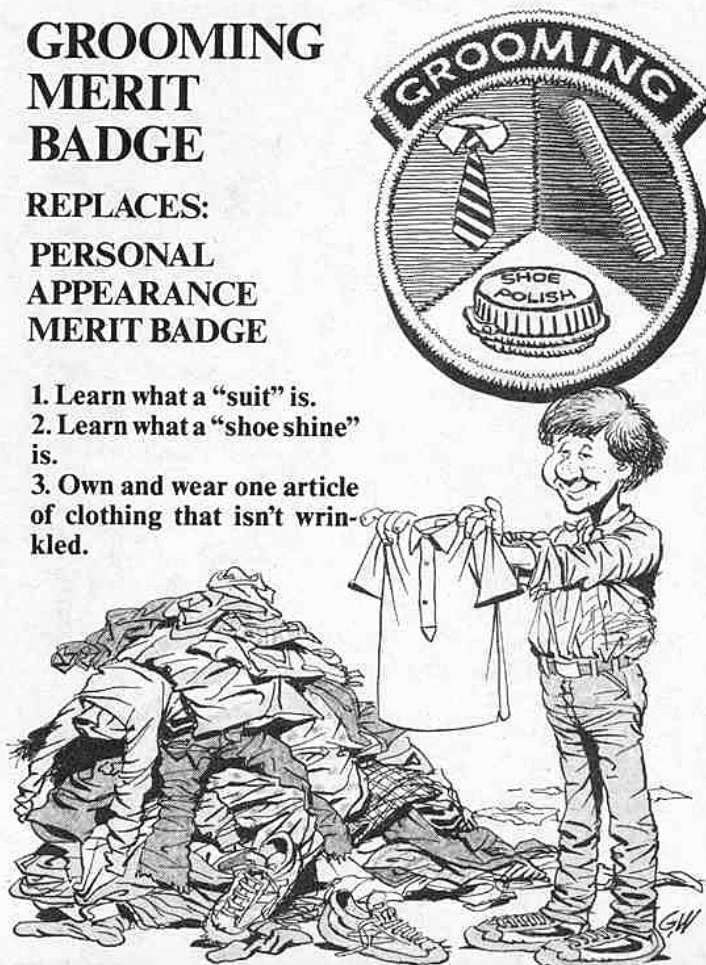


GROOMING MERIT BADGE

REPLACES:

PERSONAL
APPEARANCE
MERIT BADGE

1. Learn what a "suit" is.
2. Learn what a "shoe shine" is.
3. Own and wear one article of clothing that isn't wrinkled.



SPOOKING FROM PICTURES DEPT.

Hey, gang! After ten years, it's time once again for MAD's nutty "Cliché Monster" game! Here's how it works: Take any familiar phrase or colloquial expression, give it an eerie gothic setting so you create a new type monster, and you're playing at

HORRIFYING CLICHES

ARTIST: PAUL COKER

WRITER: FRANK JACOBS



Driving A HARD BARGAIN



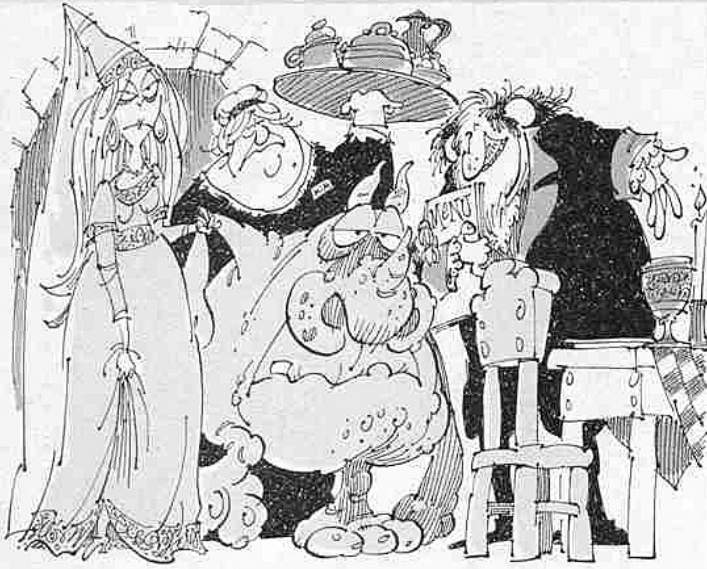
Hanging On To The BITTER END



Ducking An ISSUE



Weighing The ALTERNATIVES



Going Out With A BANG



Coming To A SCREECHING HALT



Losing One's VIRTUE



Bottling Up One's EMOTIONS



Throwing A TANTRUM



Opening An OLD WOUND



Honoring A COMMITMENT



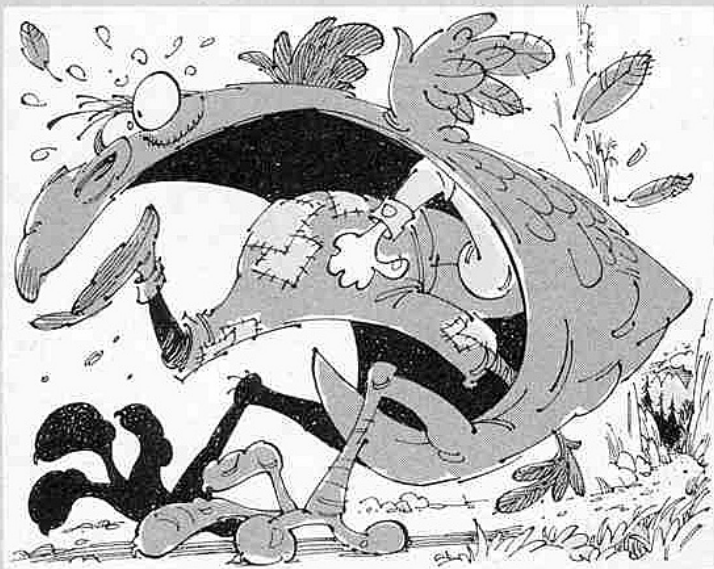
Getting A SECOND OPINION



Hammering Out A COMPROMISE



Returning A FAVOR



Running Into A SNAG



Shattering A RECORD

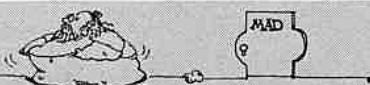
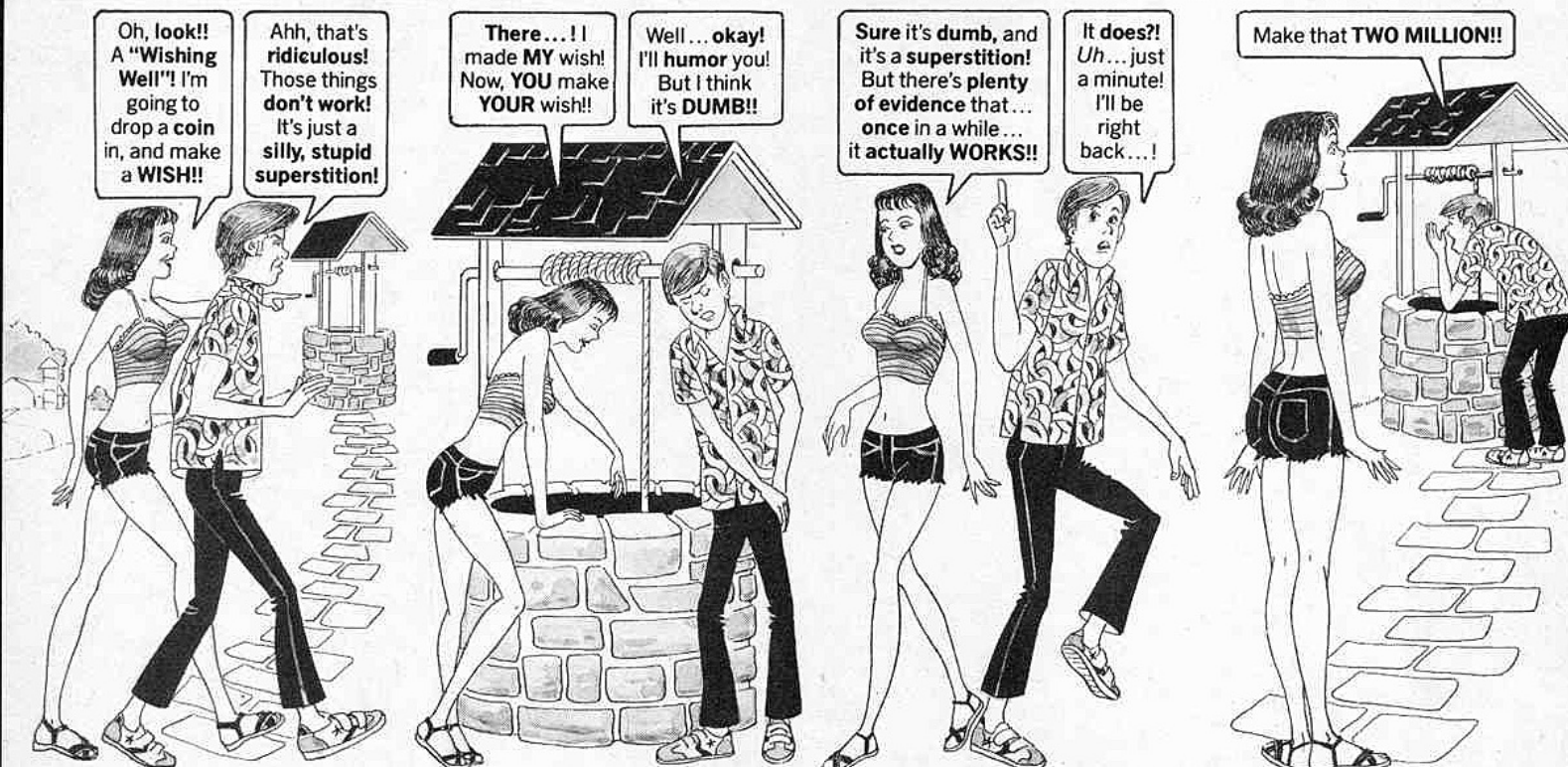
ANXIOUS MOTHERS



BERG'S-EYE VIEW DEPT.

THE LIGHTE

SUPERSTITIONS



TEENAGE PHASES



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

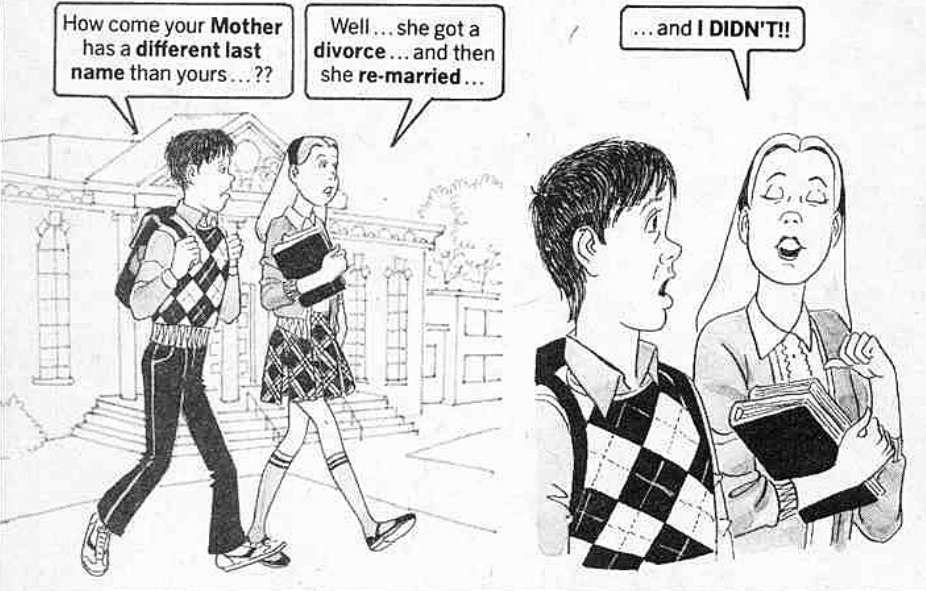
THE POST OFFICE



INCOME TAXES



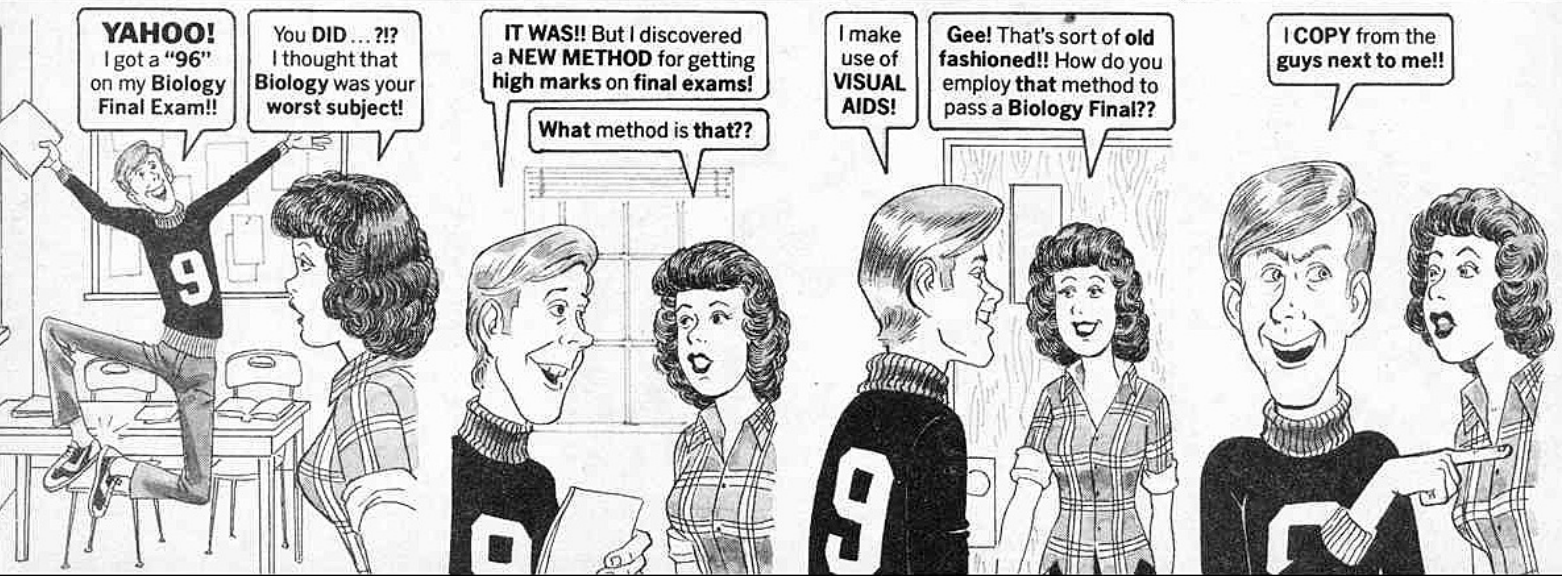
RELATIVES



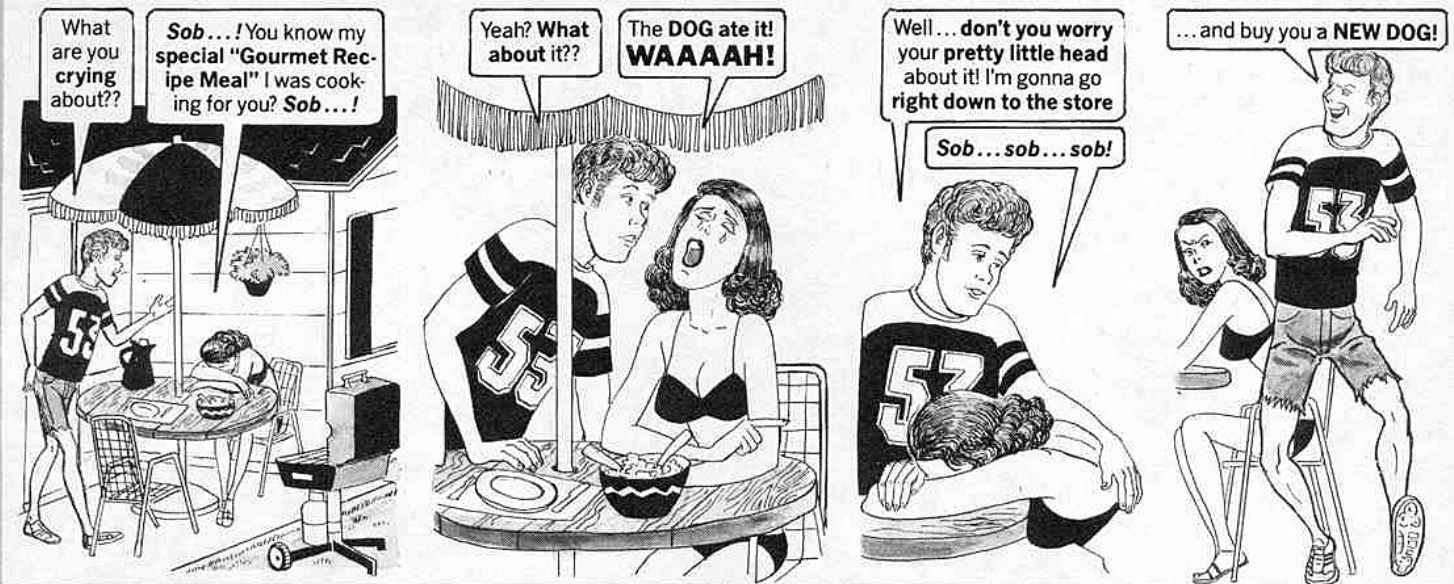
SENIOR CITIZENS



EDUCATION



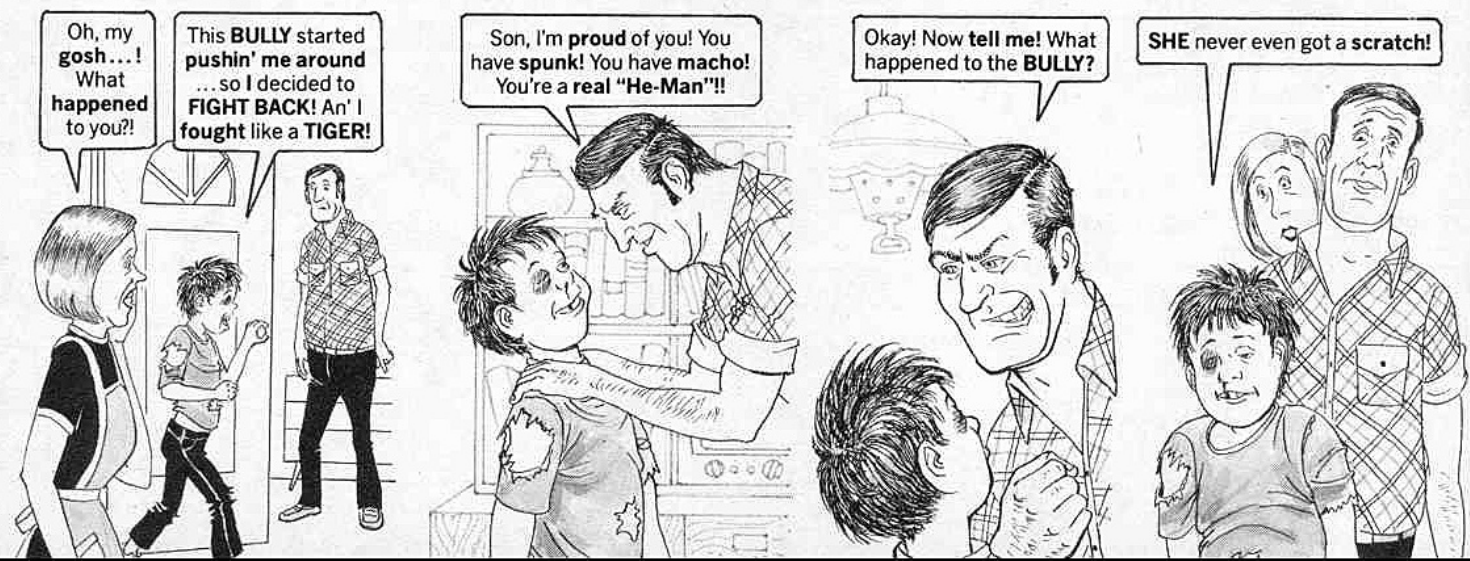
RECIPES



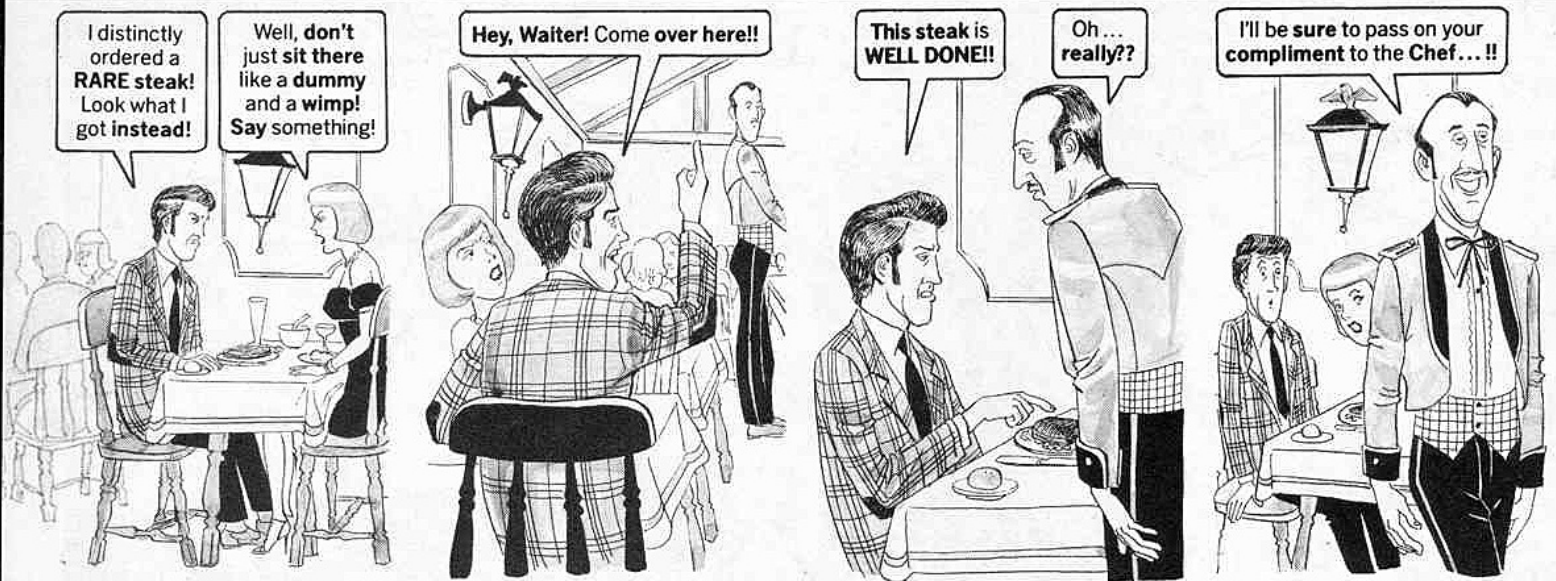
THE MOVIES



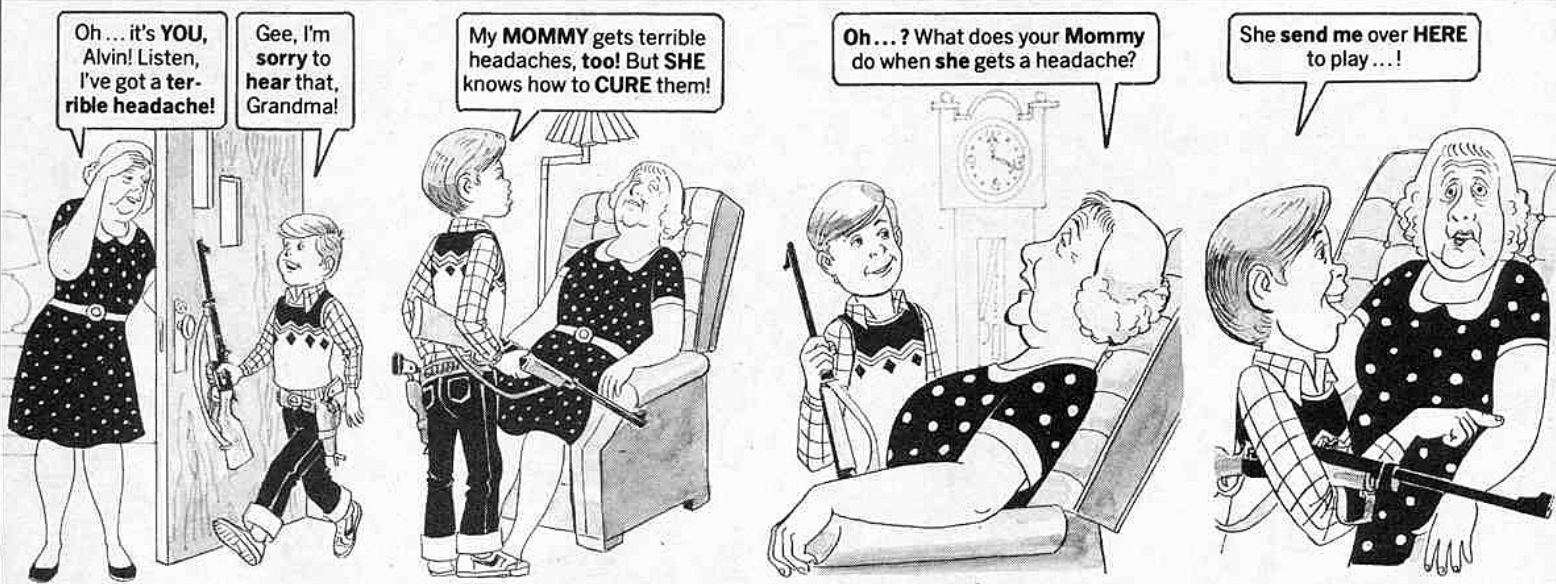
FIGHTING



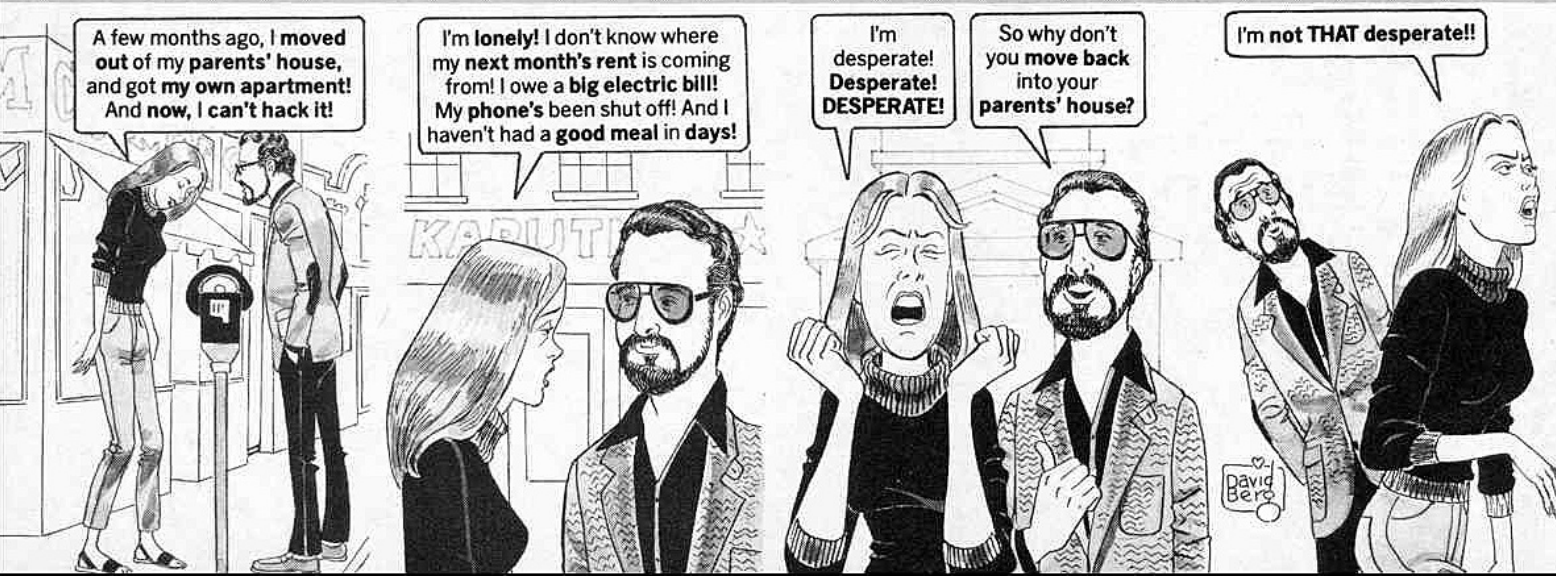
EATING OUT

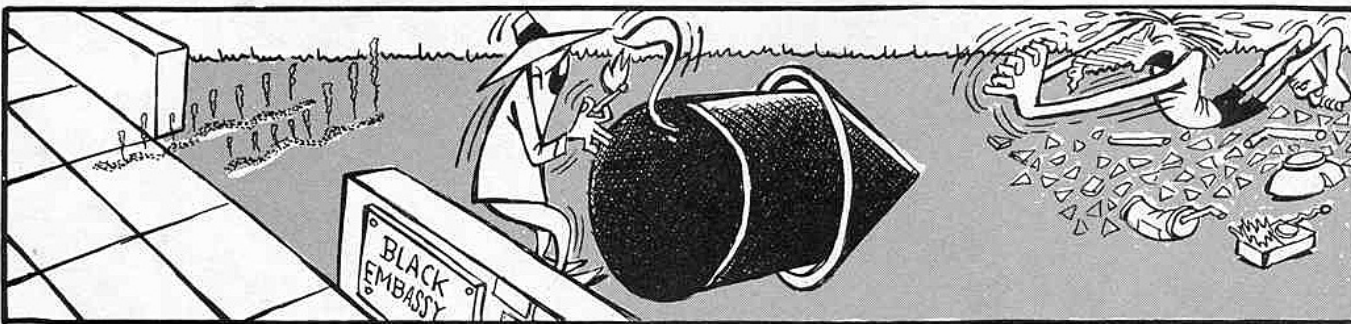
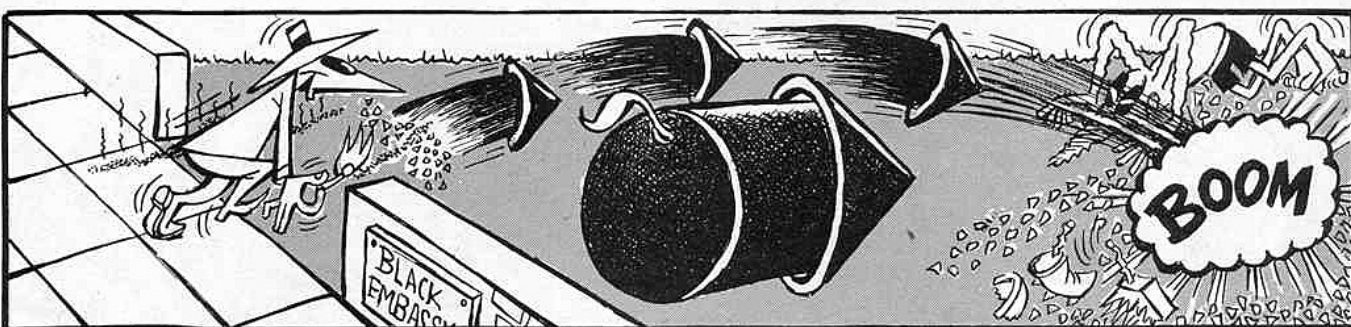
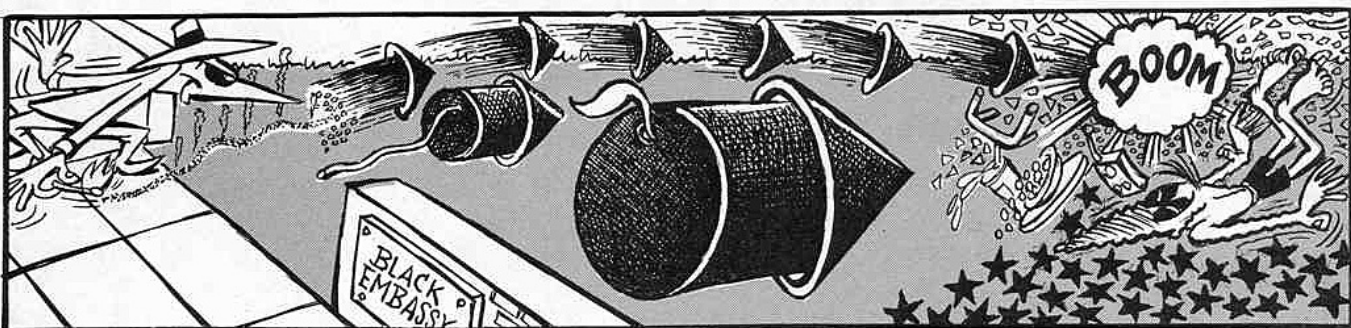
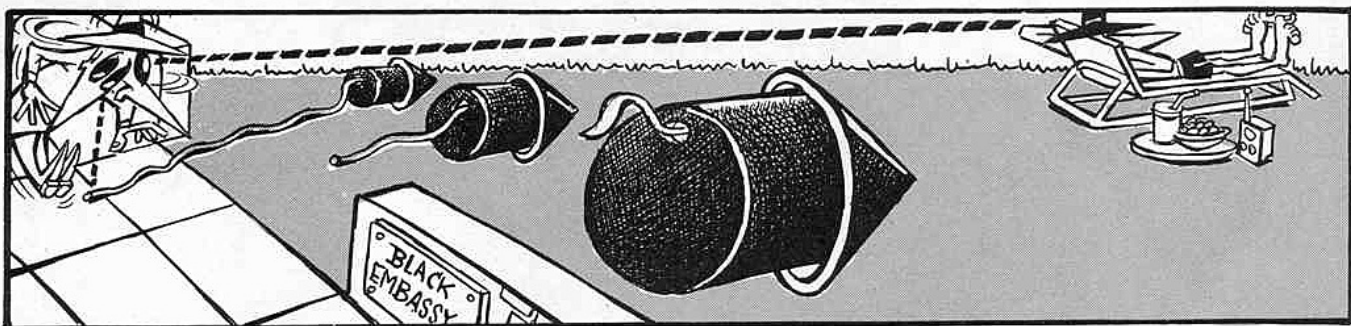


HOME REMEDIES



MOVING OUT



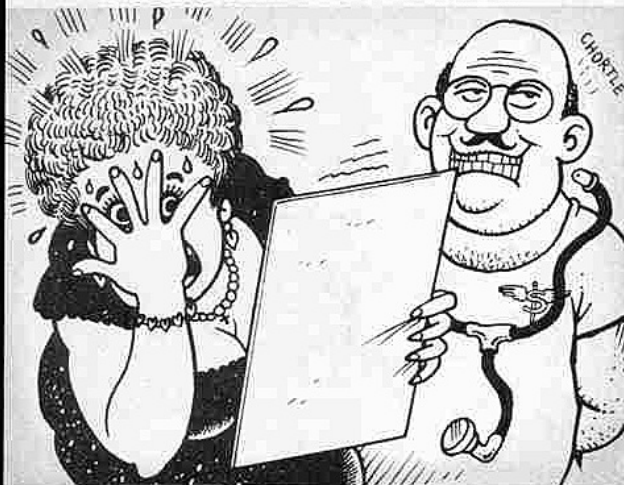


RED-HOT PEPPER-FLAVORED TONGUE DEPRESSORS



No need to describe the hysterical reaction when you use one of these on your patients!

PORNOGRAPHIC INK BLOTS



Dirty pictures cleverly hidden in Rorschach cards! Ask them what they see... and they'll be too ashamed to tell you! Lots of laughs!!

ITCHING PLASTER CASTS



Mix our "Itching Powder" into the plaster before applying any type cast! Drives 'em crazy!

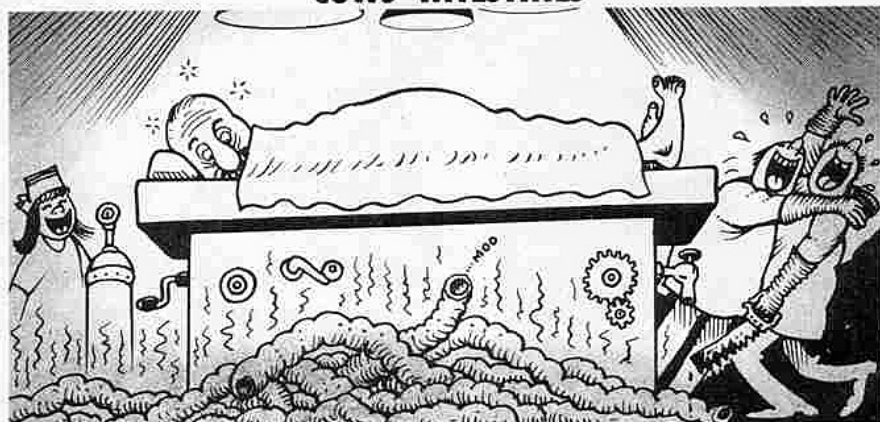
TRYING YOUR PATIENTS DEPT.

Attention, all you Doctors out there! It's time you exploded once and for all the myth that Doctors are serious people, intent on healing the sick, with no

MAD'S PRACTICE CATALOGUE

ARTIST: AL JAFFEE

COWS' INTESTINES



Leave these lying around Post-Op, and watch their faces when they come to!

FUNNY INSTRUMENT BAG



Contains 8" needles, rusty saws, bent pliers, One look and they pass out!

BLURRY EYE CHARTS



Watch them squint, strain and rub their eyes while you howl with laughter!

time for foolishness and no sense of humor. (By the way, what are you doing, reading MAD?!) You can accomplish this impossible task by using the items in

CTICAL JOKE OR DOCTORS

WRITER: BEPPE SABATINI

MANGLED I.D. BRACELETS



Slip one of these into a patient's plate of hash before the Orderly takes in his tray of hospital food. Yeow! Perfect for your stubborn overweights!

"PLEASE DISROBE" SIGNS



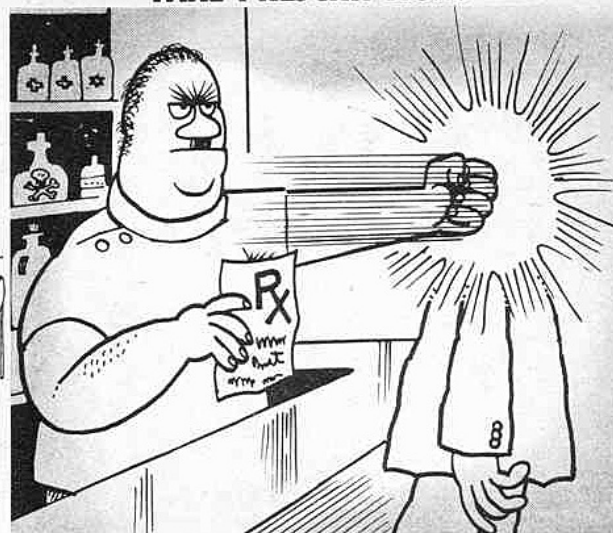
A scream! Put them in your waiting room, your hallway, your lobby—everywhere! Then, switch 'em all on! Your office'll look like a Nudist Colony!

RUBBER NOSES



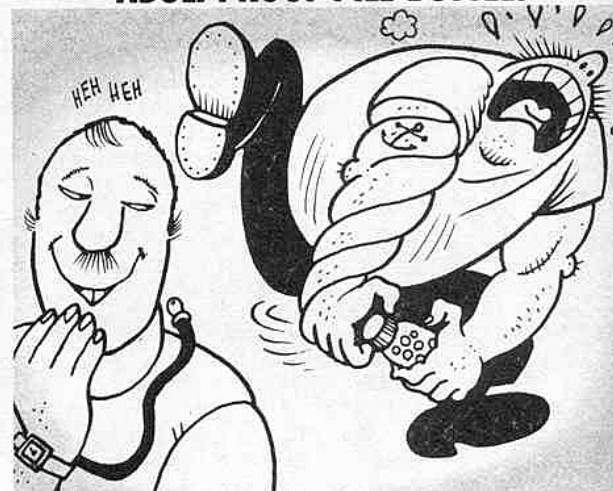
Slip one of these onto your nose job patient before she comes out of the anesthetic! When she does, she'll take one look and go through the roof!

FAKE PRESCRIPTIONS



Each one has pre-printed swear words in Latin! Watch 'em get punched out by their Pharmacist!

ADULT-PROOF PILL BOTTLES



Watch as they struggle for hours because these special bottles cannot be opened! Perfect for hypochondriac (and other complaining) patients!

DRIBBLING SPECIMEN BOTTLES



Wait'll they try carrying these into your Lab!

TO BEEP ... OR NOT TO BEEP DEPT.

Aren't you sick and tired of making phone-calls and getting a recorded message from a machine? Aren't you really curious as to what kind of recorded messages

TELEPHONE ANSWERING FOR SOME FAMOUS

WRITER:

This is **RIP VAN WINKLE!** I'm not in right now, but if you've got time to wait—like 20 years or so—just leave your name and the year you called, and I'll get back to you!

This is **COUNT DRACULA!** I'm not in my coffin right now, but what do you expect from a fly-by-night operation? If you'd like to hear from me, just state your name, address and blood-type at the sound of the shriek...

This is **DR. JEKYLL!** I'm not taking any calls right now... because I never know when I'm going to have one of my spells! So I've left this message on my machine... which I really want to smash into little pieces and destroy! Kindly leave your name at the sound of the beep, and I'll... stab, bludgeon, mangle and murder—and run screaming through the streets with the blood of my victims dripping...

Hi! This is the **INVISIBLE MAN!** I'm not at home right now... but even if I were here, who would really know?!

This is **SHERLOCK HOLMES!** I prefer not to take your call at this time! However, at the sound of the beep, you may leave your name! From this brief utterance, I shall be able to determine your sex, age, birthplace, education, station in life, profession and what manner of foul play now compels you to seek my services. The rest, dear caller, is elementary!

This is **MISS PIGGY**, the Divine Swine, and I know how disappointed you are to hear only my recorded voice and not the real moi in person! At the sound of the beep, leave your name, your number, and your honest opinion as to why Bo Derek is eating her poor heart out, and...



literary characters might have had if they'd owned phones? Aren't you fed up with ridiculous MAD premises like this one? Well, tough! Because here are . . .

G MACHINE MESSAGES

LITERARY CHARACTERS

FRANK JACOBS



This is **DARTH VADER**! I'm sorry, but I am not in the galaxy right now! At the sound of the metallic wheeze . . .

This is the **FROG PRINCE**! I'm not in right now, but if you really want to communicate with a spotted green creature that's icky to touch and catches flies with his tongue, leave your name and your phone number at the sound of the "ribbit-ribbit" . . .

This is **QUASIMODO**! I had a hunch you might call while I was out, so I've . . .

This is the **TIN MAN**! It may seem heartless, but your call is being answered by a machine! I'll get back to you just as soon as I finish helping this weird little girl get to Emerald City, wherever that is . . .

Ungawah! This is **TARZAN**! I'm not in my treehouse right now, so leave your name and number at the sound of the **AAAIYAHEEYAHEEE...**

This is **ROBINSON CRUSOE**! You're getting this recorded message because my man Friday didn't show up at the hut today to take my calls while I'm out! Not that it really matters . . . since I haven't had a call in 31 years! Still, when you hear the sound of the beep—

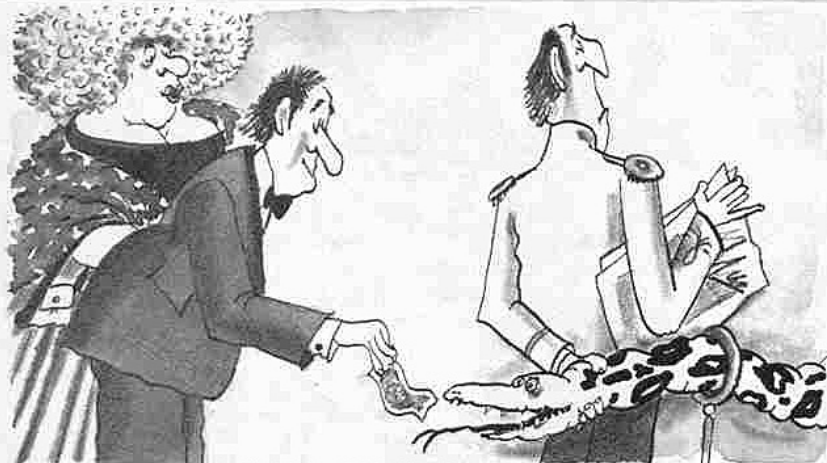
This is **DON CORLEONE**! I'm not taking calls right now, but if this is the Capo from the Tortini Family, we're calling off the Mob War till after Holy Week! And if this is Fat Louie from the Collazo Family, you can find your brother in the trunk of a 1977 Dodge parked on 83rd Street! And if this is Angelo's Pizzas, send up six plain, two with anchovies, four with mushrooms and five with everything! Anybody else, leave your name and number at the sound of the blast . . .

SNAKING DO DEPT.

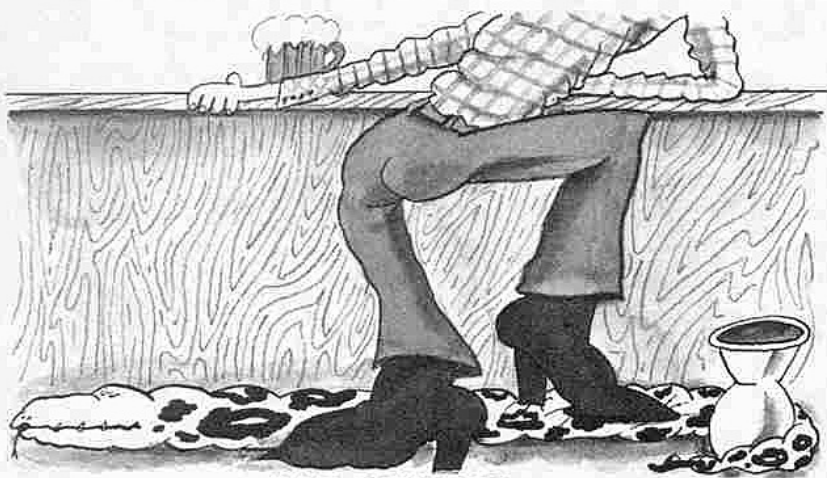
FOR ALL YOU PET LOVERS WHOSE BOA CONSTRICTORS HAVE GROWN TO UNMAI

OTHER USES FOR PET

WRITER AND ARTIST:



MAITRE 'D'S ROPE BOA



BAR RAIL BOA



SPEED BUMP BOA



FLUE CLEANER BOA

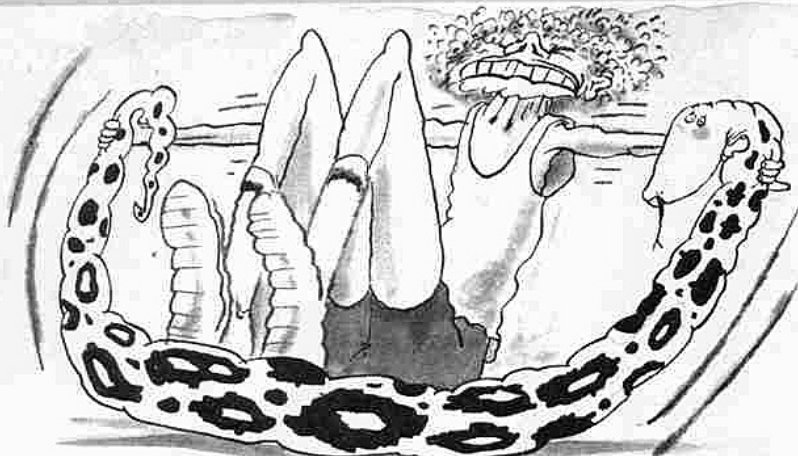


BURGLAR-PROOF BOLT BOA

GEABLE SIZES, BUT HAVEN'T THE HEART TO GET RID OF THEM, WE BRING YOU...

BOA CONSTRICTORS

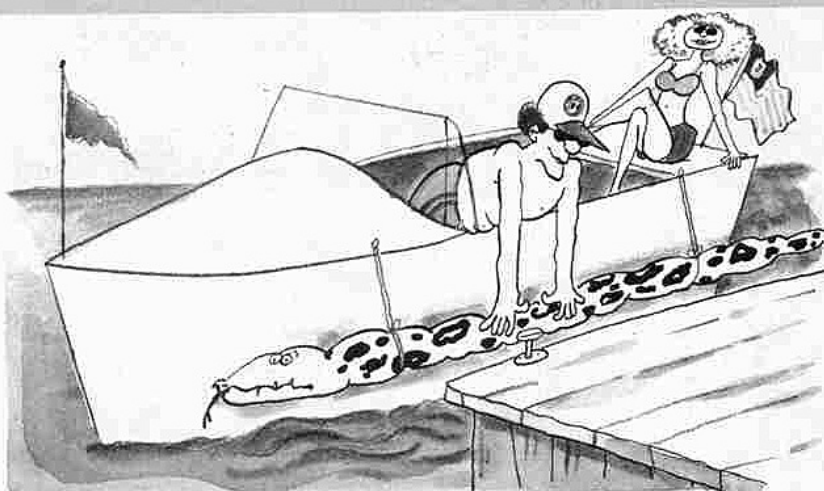
PAUL PETER PORGES



NAUTILUS EXERCISER BOA



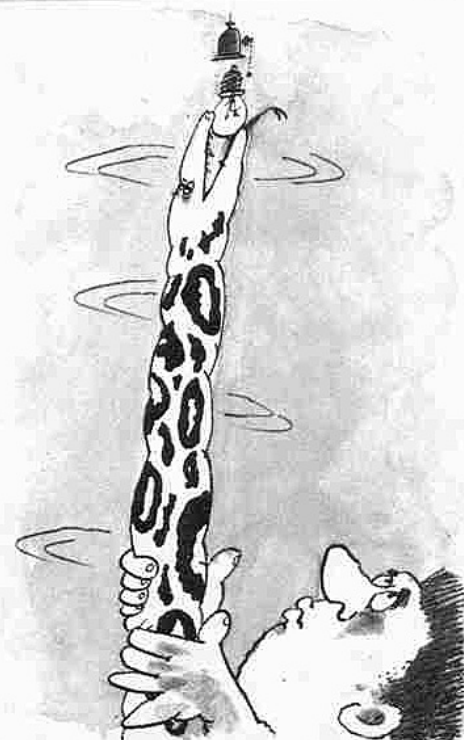
INDUSTRIAL-SIZED PIZZA ROLLER BOA



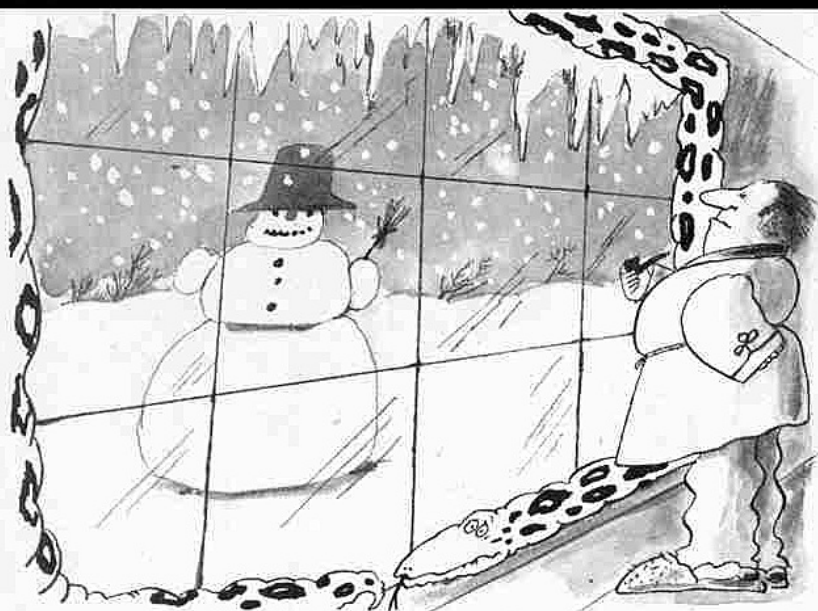
DOCKING BUMPER BOA



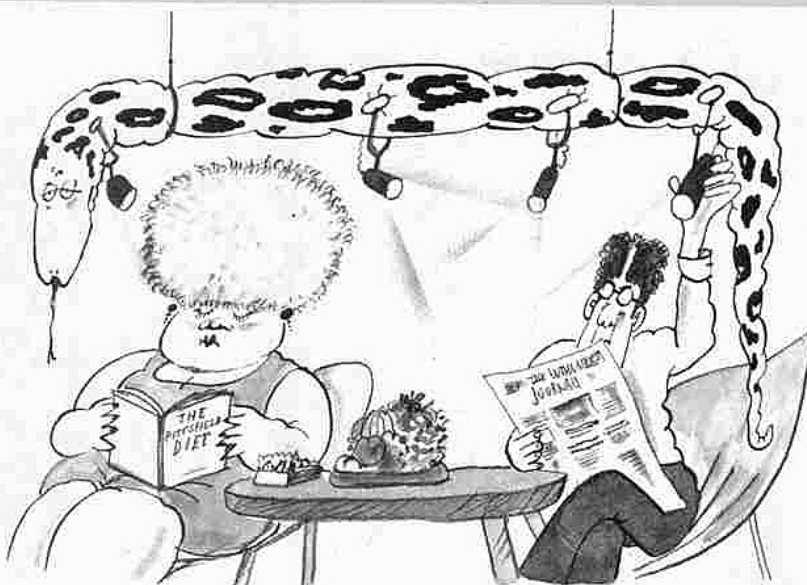
UMBRELLA STAND BOA



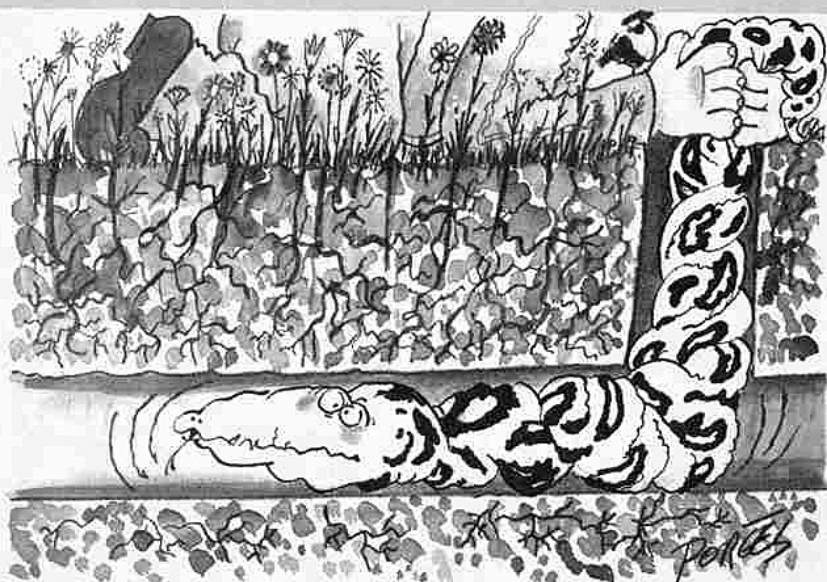
LIGHT BULB REMOVER BOA



WEATHER STRIP BOA



TRACK LIGHTING RAIL BOA



ROTO-ROOTER BOA



VANITY POUF BOA



FIREMAN'S POLE BOA

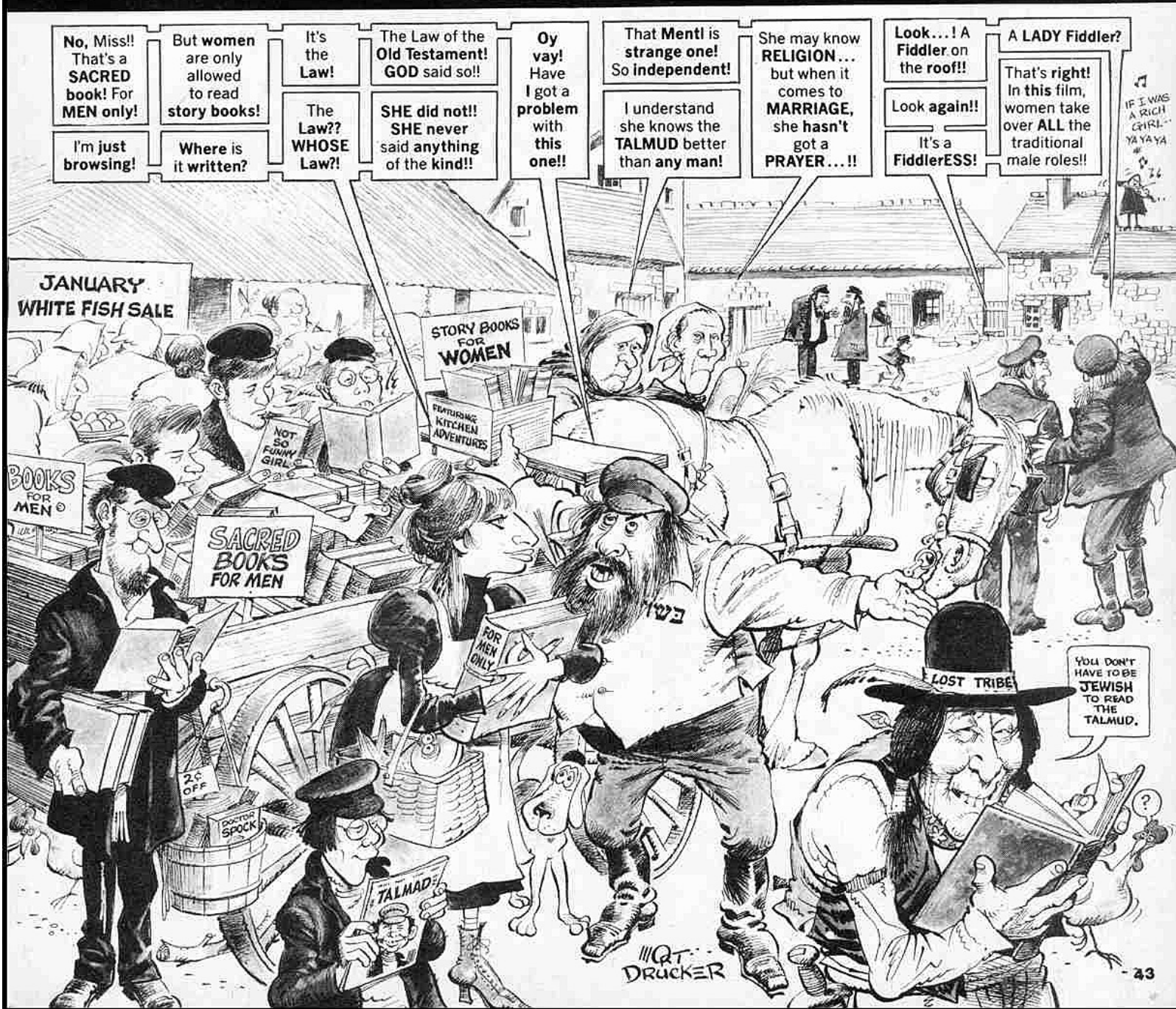
FUNNY BOY DEPT.

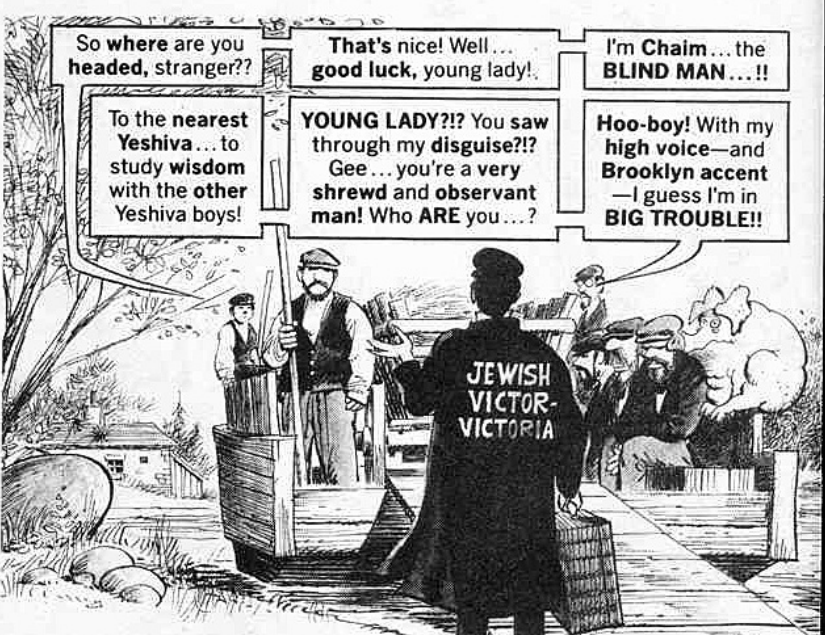
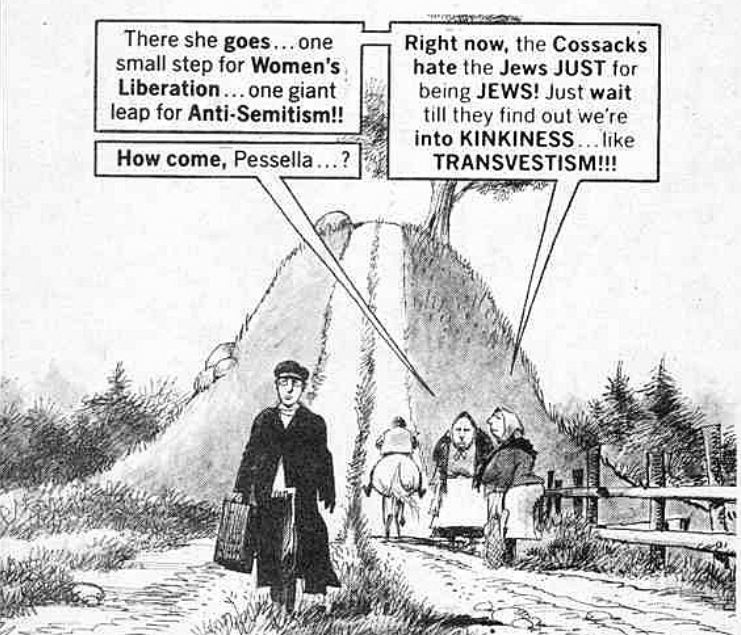
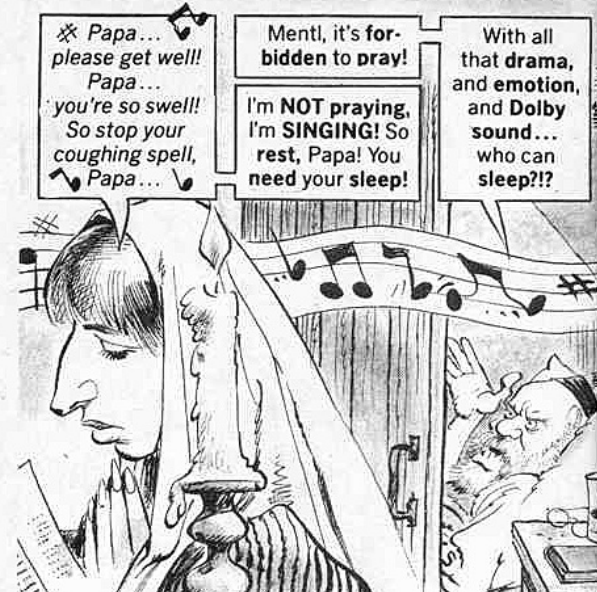
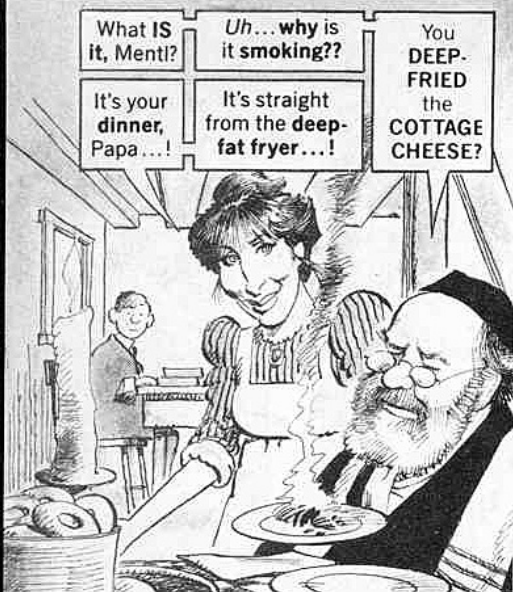
Once upon a time, there lived a nice Jewish girl from Brooklyn who could sing really terrific. One day, she read a story about another nice Jewish girl from Eastern Europe who dressed up like a man to study the Talmud. And the nice Jewish girl from Brooklyn immediately decided that this story would make a fantastic movie which she could produce, direct, write, sing and star in. What she ended up with was "Tootsie On The Roof." Because any girl who thinks she can be "convincing" as a man just by cutting her hair short and strapping her breasts to her chest has got to be a bit—

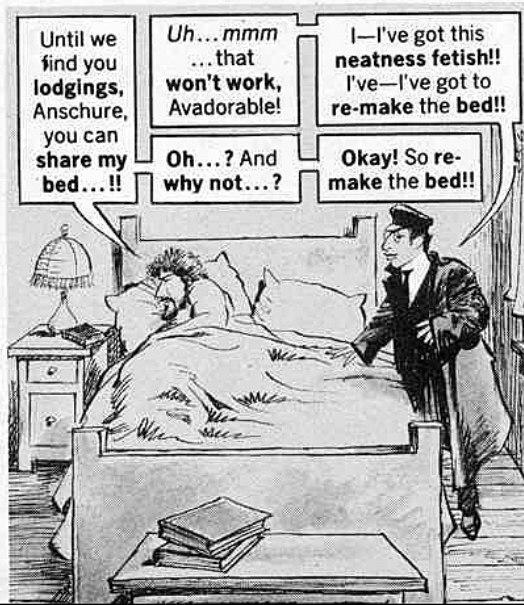
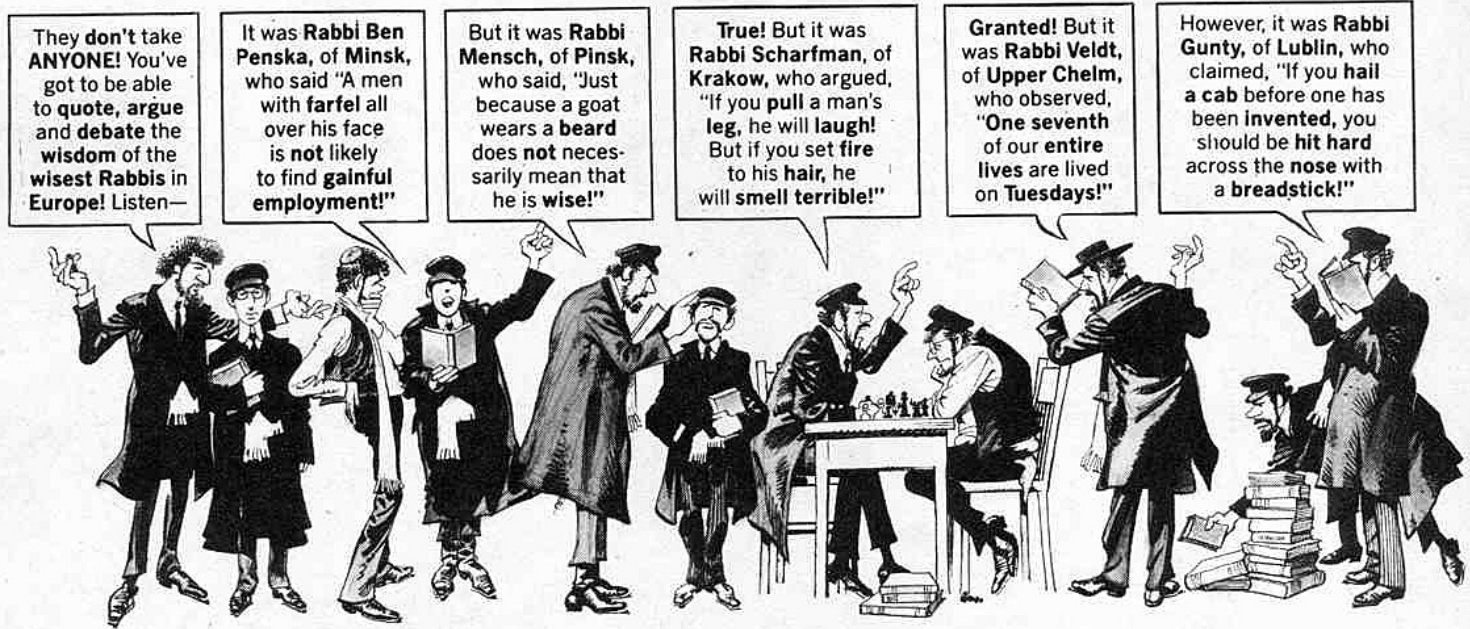
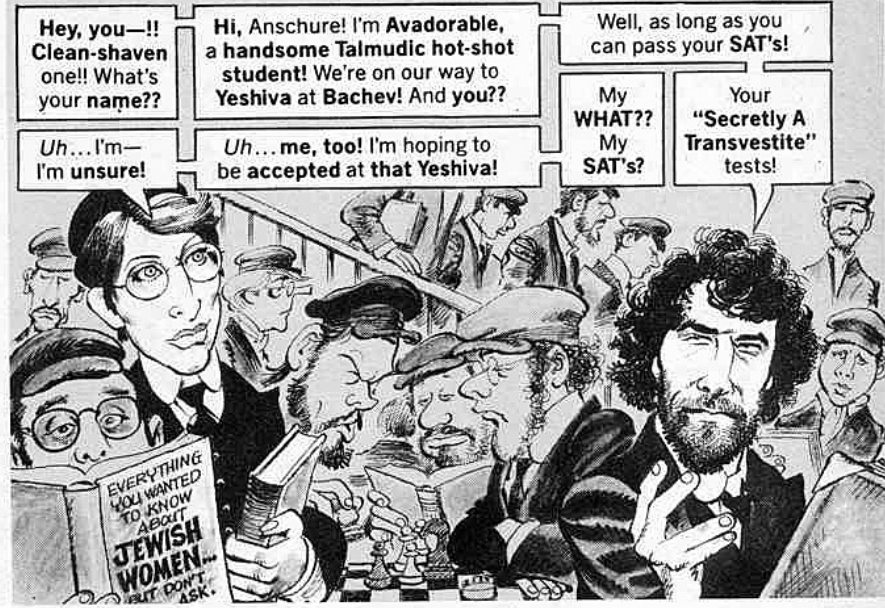
MENTI

ARTIST: MORT DRUCKER

WRITER: ARNIE KOGEN







That's Hadassa, my Fiancee! She'll make the perfect Jewish wife! She's rich and beautiful—and she waits on me hand and foot!

But she's so quiet! She hasn't said one word all during dinner!!

Thank God, with her wealth, she doesn't have to!

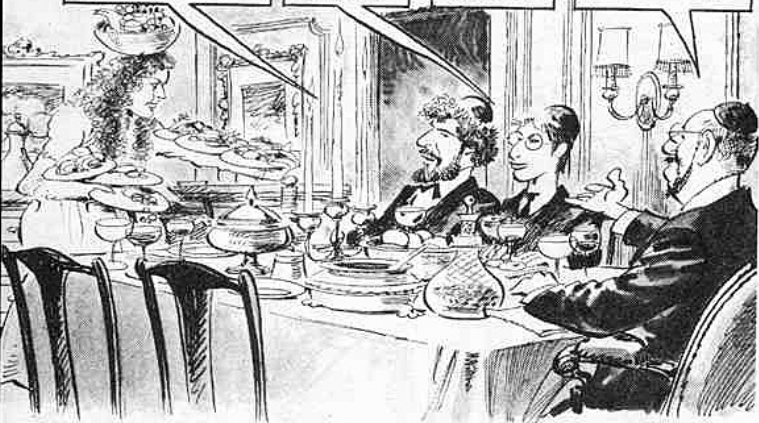
Eat... EAT everybody! Finish every drop! There are children in America who are starving!

Put away the books, Anshure! Now it's time to relax and frolic!!

You relax and frolic! I'll just sit here and tense up! Aren't you coming in...?

No! I'm not sure what the Talmud says about "skinny dipping"!! Must you always talk Talmud?? Can't you ever have any FUN!?

As the Director of this movie, I've RE-SHOT this scene ten times already! You don't think I'm having fun?



What is this feeling? My heart is reeling! My thoughts were sacred Till I saw him... Stark naked!

Should I be mingling? Why am I tingling? Oy, what a plight To be a Talmudic... # Transvestite!!

I've got bad news and good news! The bad news is: Hadassa has broken off her engagement to me! The good news is: I've decided to let YOU, my best friend, marry her in my place!

And I'VE got good news and bad news! The good news is: Yes, I'll marry Hadassa for fear of losing you! The bad news is: By doing so, I'll be breaking the ELEVENTH COMMANDMENT!

But, there are only TEN Commandments!!

You mean you never heard of "Thou Shalt Not Dream Up An Unbelievable Movie Plot!"...??



Adorable, I'm really worried about Hadassa!

Why? What about her?

I hear she's marrying me for my looks!!

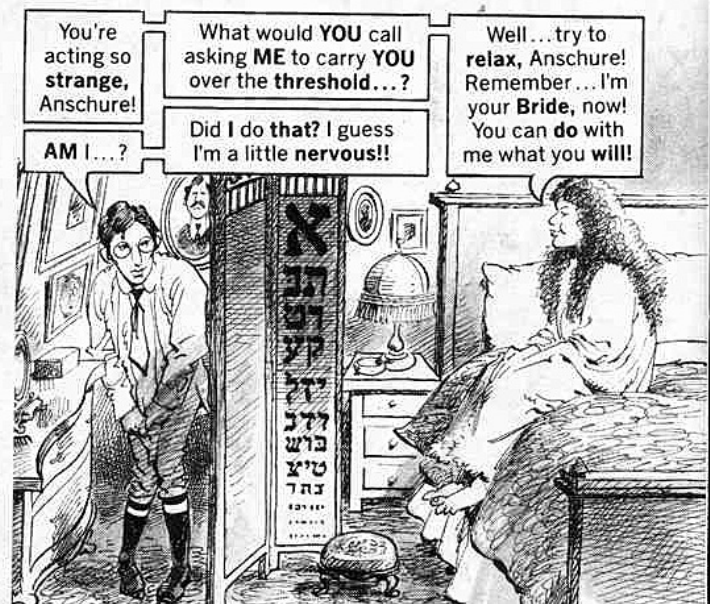
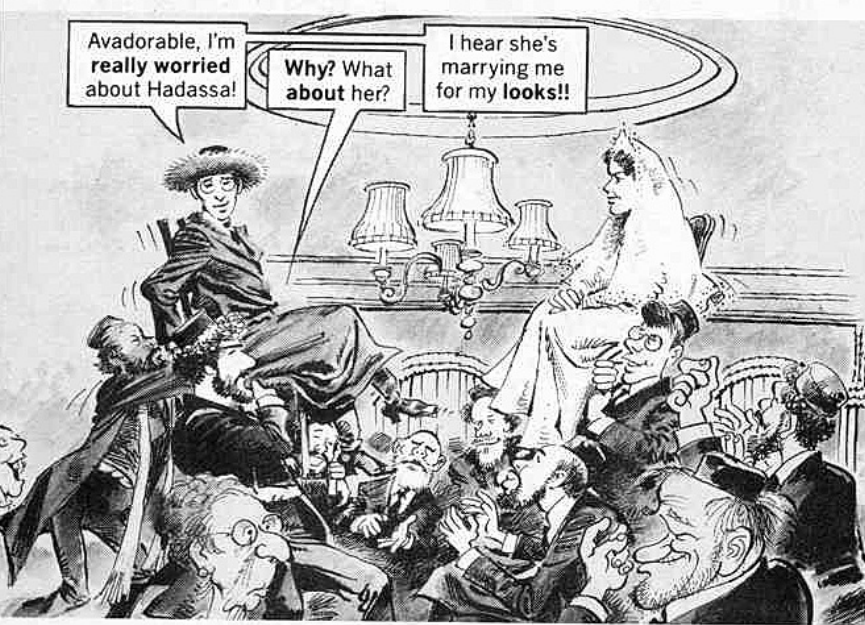
You're acting so strange, Anshure!

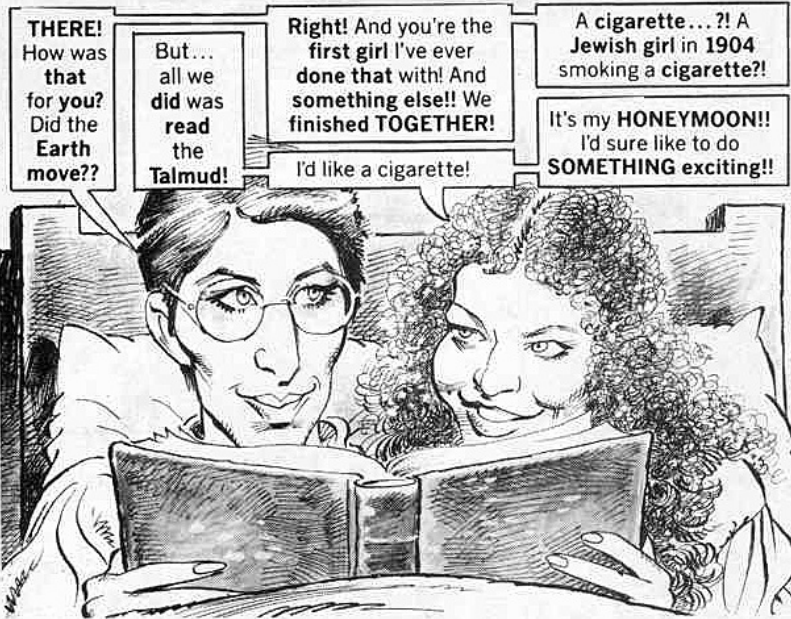
What would YOU call asking ME to carry YOU over the threshold...?

Well...try to relax, Anshure! Remember...I'm your Bride, now! You can do with me what you will!

AM I...?

Did I do that? I guess I'm a little nervous!!





THERE!
How was
that
for you?
Did the
Earth
move??

But...
all we
did was
read
the
Talmud!

Right! And you're the
first girl I've ever
done that with! And
something else!! We
finished TOGETHER!

I'd like a cigarette!

A cigarette...?! A
Jewish girl in 1904
smoking a cigarette?!

It's my **HONEYMOON**!!
I'd sure like to do
SOMETHING exciting!!



So...?
How's
it
going
with the
Newly-
weds?

Well, Avadorable... I
certainly do not possess
the exciting **PHYSICAL**
magnetism that you have,
but I've awakened other
... more **RELIGIOUS** ...
interests in Hadassa!!

I would like to
say a **PRAYER**
for the **DEAD**!!

Huh?
Who
died?

Our
SEX
LIFE!



So... now you
know my secret!
My name is **NOT**
Anschure! It's
MENTI! And I'm
not a man...
I'm a **WOMAN**!

And all
along, I
thought
you were
a **SOFT**
BOY!!

You're gawking! Have
you never seen a
naked woman before?!

Not quite like **THIS**
... from only the
SHOULDERS... UP!!

Well, as the Pro-
ducer, I want this
to be a **PG** movie!!

But **ME** you filmed
in the **BUFF**! Boy,
talk about **SEXISM**!

MAMMARIES...
LIGHT THE
CORNERS
OF YOUR
MIND #



You'll be happy with
Hadassa! She'll cook
and clean for you! I
could never do that!

What about you, Menti?

I'll be going to a new
place where I've heard
things are quite dif-
ferent... where some-
one like me will fit
in with **no** problems!



I think it was Rabbi Ruman Kapotey, of Schmeckle,
who said, "Everybody's gotta be **SOMEPLACE**!!"

WELCOME TO SAN FRANCISCO

WE SHOULD
HAVE HAD
NOMINATION

OUR LADY
OF A
THOUSAND
SEX
CHANGES

PIER
PRESSURE

GAY
EARTHQUAKE
RELIEF
FUN!

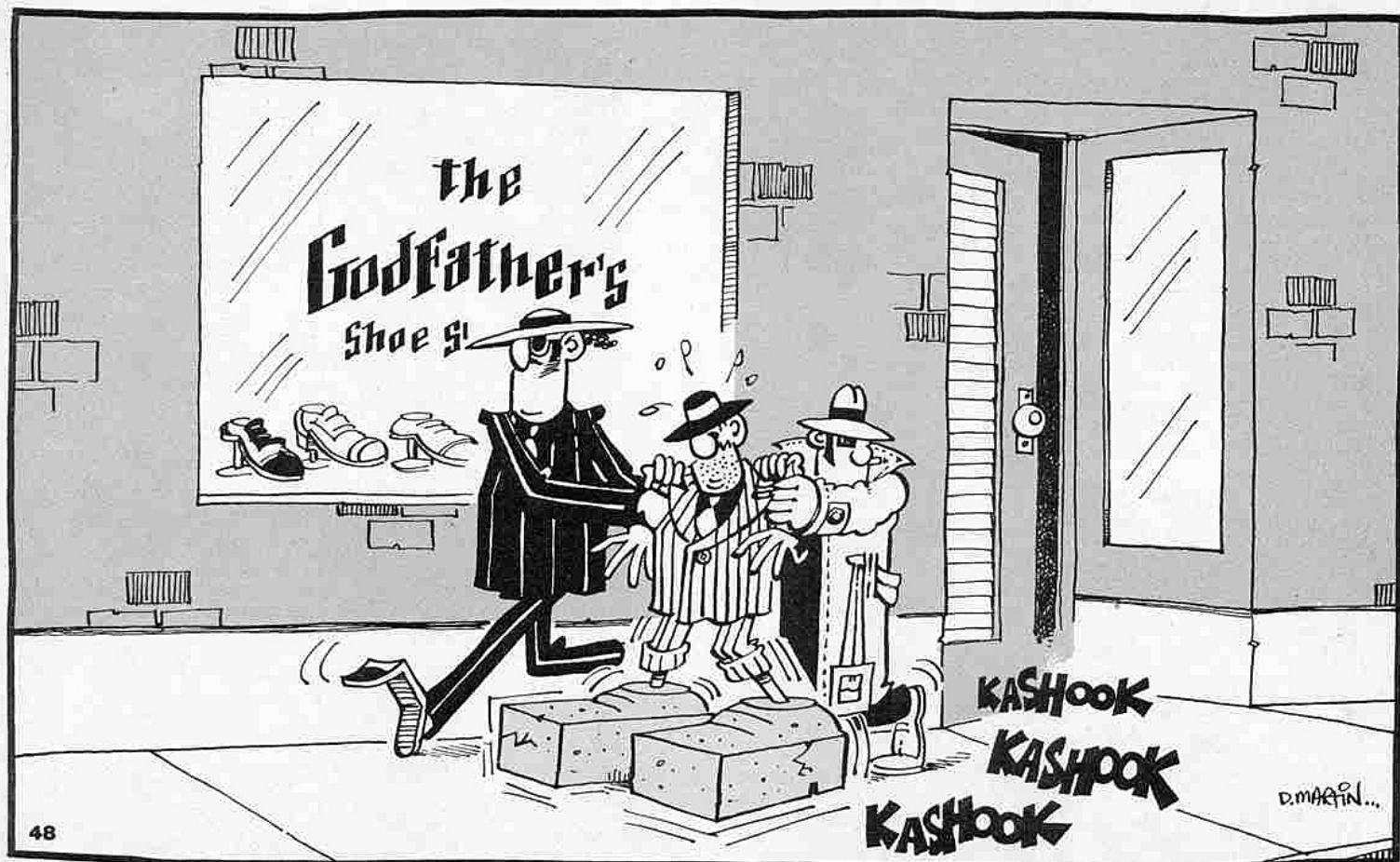
TALMUDIC
TEMPLE
FOR
TRANSIENT
TRANSVESTITES

LESBIAN
IMMIGRATION
OFFICE

EVEN
A **PIG**
HAS
RIGHTS

THE
END

ONE FINE EVENING ON A BROOKLYN STREET



**WHAT HAS
REPLACED THE
BALD EAGLE
AS AMERICA'S
SYMBOL ALL
OVER THE
WORLD?**

**HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN**

When peoples of other countries think of America's national symbol, they no longer picture the Bald Eagle! To find out what they *DO* think of, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A)

FOLD THIS SECTION OVER LEFT

B) FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

THE BALD EAGLE'S ALWAYS BEEN THE NATIONAL
BIRD OF THE U.S.A. BUT THE FEELING AMONG
MANY FOREIGNERS IS THAT NOW THIS SYMBOLIC
ROLE BELONGS TO ANOTHER FAMOUS THING.

A)

B)

